

# CHEMIST & DRUGGIST

The newsweekly for pharmacy

January 19, 1985

a Benn publication

PSGB secretary appointed from New Zealand

ABPI told to expect cut in PPRS profit

GMSC suggests 'list' against EEC law

Premises up 150 in 1984

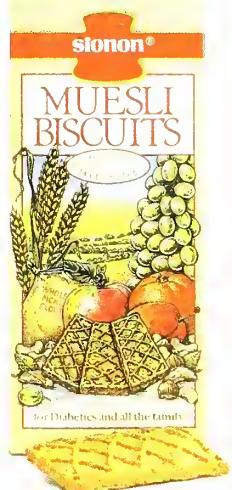
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High fibre. Lower calorie. Just the way the BDA say it should be.

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SUNGLASSES &  
SUNPREPS  
SPECIAL FEATURE



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dead eggs and nits  
from hair cleanly  
and easily. A useful  
adjunct for every  
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# CHEMIST & DRUGGIST

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Service to  
Pharmacy

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**Editor:**

John Skelton BPharm, MPS

**Assistant Editor:**

Patrick Grice BPharm, MPS

**Business Editor:**

Paul Slade BA

**Contributing Editor:**

Adrienne de Mont  
BPharm, MPS

**Editorial Assistant:**

Steven Titmarsh BPharm, MPS

**Art Editor:** John Clement

**Price List Controller:**  
Colin Simpson

**Director:** James Lear

**Publisher:**  
Ronald Salmon FPS

**Advertisement Manager:**  
Peter Nicholls JP

**Assistant Advertisement Manager:**  
Doug Mytton

**Production:** Shirley Wilson  
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**Benn**

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## COMMENT

Those who stayed up to watch "Just what did the doctor order" last Friday on Channel 4 must have been pleasantly surprised at the way the programme tackled the everyday problems facing pharmacists and doctors in dealing with their never-ending stream of patients.

All too often the media goes wildly off target in dealing with topics such as this, but the Channel 4 programme gave a balanced and sympathetic view behind the scenes in the surgery and the pharmacy. Part of the credit for this must go to the two pharmacists who featured in the programme — community pharmacist Dr Keith Watson and Dr John Smith from Sunderland Polytechnic's school of pharmacy. They obviously managed to impress upon the producer the valuable professional role pharmacists play, and the fact that this is what they are trained for (reinforced by clips of students being taught). It was a tonic to see a pharmacist being interviewed as "the expert" alongside a GP.

The programme pointed to the short time GPs spend with patients, how a prescription is expected after every consultation, and, if given is rarely explained. It pointed to the shortcomings of the repeat prescription system operated by most surgeries, and the potential menace an unco-operative receptionist can be.

Examples of poorly written prescriptions were displayed on screen, and the mistakes pointed out. Dr Hopkin Maddock, the Society president, pursued a similar theme at the British Pharmaceutical Conference last year. The Press reports of his speech created a great deal of ill feeling between the professions — this programme is unlikely to do so. It is a matter of approach.

Dr Watson told C&D that the programme producer, who spent a day in the pharmacy before doing any filming, was totally unaware of the type of problems the pharmacist has. And to an uninitiated viewer the impression must have been of a secret world revealed. All well and good, but should pharmacists need to tell the public quite so graphically what pharmacy is all about. Shouldn't they have an inkling already? If not a few more programmes to follow up this one would be most welcome (and may be forthcoming). As Dr Watson said, it is vital that we communicate to patients.

The failure to do so was exemplified by a scene where an old age pensioner showed how she removed a CRC from a tablet bottle with a nail file and a pair of nutcrackers. Wouldn't it have been better to ask if she wanted one in the first place? Well done, Channel 4 — let's have some more.

# PSGB secretary is appointed from NZ

**Mr John Ferguson has been tempted back to the UK from New Zealand to become the Pharmaceutical Society's new secretary and registrar.**

He was an assistant secretary to the Society from 1967 to 1975 when he left to take up a post as secretary and registrar to the Pharmaceutical Society of New Zealand. He has been appointed the PSGB's secretary and registrar designate and will take over his full duties when Mr Desmond Lewis retires in October.

Mr Ferguson qualified as a pharmacist

in 1957, after studying at the Royal Technical College, Glasgow, now the University of Strathclyde. He worked for Boots the Chemists pharmacies in central Scotland and then managed a privately owned pharmacy in Doncaster. By invitation he joined the headquarters staff of the then National Pharmaceutical Union in 1962 and was appointed deputy secretary in 1965.

Mr Lewis has held the post of secretary and registrar since 1967. The Society declined to reveal how many pharmacists had applied for the job.

Denmark, France, Holland, Ireland, Italy, New Zealand, Norway, Spain, Sweden and Switzerland. Mr Michael Morris, Conservative MP for Northampton South, challenged the Health Minister to provide results from the Health Department's inquiries to show that savings in other countries had been immediate and worthwhile, and that similar limited list arrangements had not damaged patient care.

But Mr Clarke said that much of the information had been given in confidence by foreign governments and it would not be proper to disclose it.

So far the Government has received over 1,600 letters commenting on the limited list proposals, Mr Clarke said.

Of these about 100 unequivocally supported the proposals. The remainder expressed doubts or declared opposition, Mr Clarke said, but many, including about 250 circular letters supplied to doctors by the drug industry, have shown an imperfect understanding of the proposals.

In addition, there have been some 650 replies to the Chief Medical Officer's letter. These contain constructive suggestions about medicines which should be retained and remain available.

Asked whether the Binder Hamlyn report on general practice advised introducing a limited list Mr Clarke said it did not make detailed recommendations on prescribing. Its findings will be considered in the Green Paper on primary health care.

Mr Clarke did not think it necessary to set up a study into standardisation of medicines such that, irrespective of manufacturer, patients would always receive an identical preparation with a standardised code whenever possible.

## BMA's list letter gets MP support

Many MPs support the view expressed by the British Medical Association in its recent letter to Members on the Government's limited list proposals (*C&D* last week, p50).

Mrs Renee Short (Lab, Wolverhampton NE), chairman of the House of Commons standing committee on health matters, told *C&D*: "Many of us have had a considerable number of letters from GPs against the proposals.

"I am especially concerned that certain groups of patients will suffer if these proposals go through. The young and the elderly in particular will have great difficulty in taking the large quantities of older medicines needed to treat them."

Mr Michael Grylls (Conservative, NW Surrey) also told *C&D* of his opposition. "I'm very much against it," he said. "It will severely damage the successful pharmaceutical industry and reduce the research effort which has been a feature of the British Industry for many years."

He said he had been making his feelings known both as an individual MP and as chairman of the Commons Trade and Industry Committee.

Mr Grylls is also a consultant to the Sterling Winthrop Group.

The Labour Party is expected to force a debate on the limited list when Social Services Secretary Norman Fowler lays an Order before Parliament in the next month or so.

Mr Clarke, in a Commons written reply on Tuesday, said the BMA has so far refused repeated offers to talk about the content of the limited list. He also deplored encouragement given to some doctors who are alarming patients with statements which, he says, are unfounded and misleading.

Mr Kenneth Clarke, Minister for Health, on Channel 4's "Face the Press" programme on Sunday, sidestepped a question on how he proposed to allow new drugs onto the list. He complained about the "black propaganda" from the ABPI and the BMA, and said doctors were silly to give the BMA their support.

"I do not know why the Labour Party are supporting the pharmaceutical industry," he said. "Their question should be why have we not introduced a limited list before."

Mr Clarke also said it was never intended to touch "heavy painkillers, such as Brufen for example."

## No limit to list questions

**Politicians are still bombarding the Government with questions about the limited list: among them is the problem of whether dispensing doctors will be allowed to sell branded products against a private prescription if the list is implemented. According to Health Minister Kenneth Clarke the matter is still being considered.**

The Government is also still considering whether to allow GPs to charge a fee when NHS patients request a private prescription for a medicine not on the limited list, and what range of charges pharmacists will be allowed to add to such preparations they dispense.

Asked about stock losses and compensation for companies Mr Clarke said recently in a written reply that he had no information to demonstrate that stock losses to companies or pharmacies would be significant when the limited list is introduced on April 1.

Roche Products in the UK have claimed that the proposals could lead to a loss of up to half their turnover.

Mr Clarke recently told the Commons that the Glaxo group were the only company which received more than £100m in respect of National Health Service medicines in the last financial year.

Defending the list Mr Clarke announced that information on similar schemes had been collected from Australia, Austria, Belgium, Canada,

## ABPI told of imminent cut in PPRS...

The Government is to announce a further cut in target profit under the Pharmaceutical Price Regulation Scheme before the end of the financial year, the Association of the British Pharmaceutical Industry has been informed.

The Department of Health has announced its intention to write to the companies involved, and is believed to be seeking a reduction from the current level of 21 per cent to 17 or 18 per cent. The rate was cut in December 1983 from 25 per cent.

Industry representatives have insisted that current levels, introduced last year,

were, if anything, too low for a high risk industry. "We pointed out that 21 per cent is a notional figure and the real return on sales to the NHS is in the region of 17 to 18 per cent. This is very much in line with the average for manufacturing industry as a whole," ABPI spokesman Peter Lumley told C&D. "We therefore see no reason why pharmaceutical manufacturers should receive less."

Mr Lumley recalled statements made within the last 15 months by Minister for Health Mr Kenneth Clarke, when the last profit cuts were announced. Mr Clarke had told MPs that they should realise the Government was saving the most that could be saved and it was not prepared to be drawn into a 'vendetta' against drug companies and their profits solely for what appeared to be abstract reasons."

Dr Griffin, ABPI director, has criticised the Government's intention: "Mr Norman Fowler, in an attempt to screw us down, is screwing us up", he said.

million patients will be affected.

The ABPI's advertising campaign is now likely to extend into next week. It responds to points made by Mr Fowler to Conservative MPs in a letter before Christmas.

A "by and large sympathetic response" has been received from Tory MPs following the ABPI's letter of January 7, says the Association. In the recent letter, Dr Griffin said pharmaceutical companies in Britain face daunting prospects. Some firms stand to lose a half to two-thirds of their UK trade. Dr Griffin also warned that foreign governments may take retaliatory action against British-owned firms operating abroad.

The ABPI has proposed alternative, more acceptable, ways of saving the £100m called for.

## ...and bites back over limited list

The Association of the British Pharmaceutical Industry responded last week to criticisms of its advertising campaign linked to the limited list proposals.

ABPI director, Dr John Griffin said: "Our advertising is not misleading. If the Minister for Health believes it is, he should let the public judge for themselves by publishing the full blacklist of medicines and give the objective scientific criteria by which products are excluded from the NHS. He should also give an estimate of the number".

The ABPI estimates that at least 10-15

## Pharmacists steal the show on Channel 4

Sunderland pharmacist Dr Keith Watson and Dr John Smith from Sunderland Polytechnic school of pharmacy stole the limelight in a Channel 4 programme "Just what did the doctor order", shown nationally last week.

The programme explained realistically just what kind of problems the community pharmacist faces, and emphasised his professional role. David Thomason, the programme's producer spent a day in the health centre pharmacy and W. Nimmo Chemists, where many of the film sequences were later shot.

The programme started by saying patients often expect a prescription as a right, and were given one three times out of four. Because doctors see so many patients each day there is very little time for them to educate patients about their medicine, the programme noted.

The formal training that pharmacy students are given in counterprescribing was emphasised by shots of classes taken by Dr Smith at Sunderland Polytechnic.

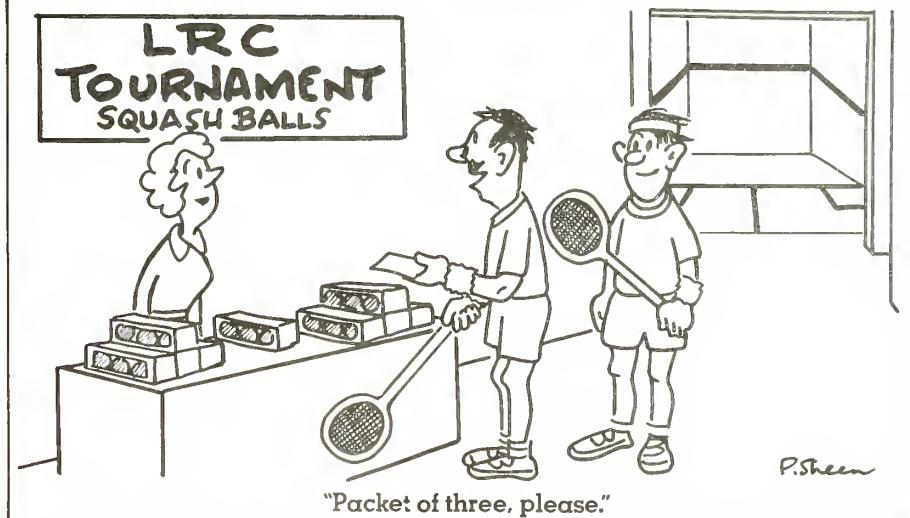
In a busy pharmacy there can be as little time to advise patients as there is in the doctor's surgery, the commentary noted. "And just what the doctor has ordered is not always clear. Pharmacists have to waste valuable time checking what prescriptions say," it continued.

Dr Watson was shown explaining why he felt one script had been completed by the receptionist without the doctor's knowledge, and three others for 12 items, without directions. Dr Smith said that in many cases there was no communication between the pharmacist and doctor.

The last third of the programme dealt with the limited list proposals. It was not part of the original programme which was shown in the Tyne Tees last February.

It was Dr Smith who really got the programme off the ground, according to Dr Watson. He has had a lot of feedback both professionally and from the public, and thinks there is the possibility of a follow-up programme. The Pharmaceutical Society was sent a video of the original broadcast to ensure that no advertising guidelines were breached.

A leaflet on the programme was advertised to viewers, which goes over many of the points made and recommends going to a pharmacist first for self-limiting minor illnesses. Leaflets are available from PO Box 4000, London W3 6XJ (send SAE).



## GMSC suggests 'list' against EEC law

Solicitors acting for the General Medical Services Committee have written to Health Minister Kenneth Clarke saying that, in their view, his proposals to make NHS patients pay for certain drugs will contravene European law.

The letter follows a two-hour meeting between the GMSC and Mr Clarke on January 10. The GMSC were told a "black list" of drugs would be written into the Regulations if the Government's plans go ahead. The Department of Health still appeared to be unclear about the real legislative proposals that would be required to limit the range of medicines available within the NHS, it said in a Press statement.

The solicitors' letter draws the DHSS's attention to the case in the European Court of Duphar BV and others v The Netherlands (238/82). "While the provision of such a [limited] list could be compatible with Article 30 of the Treaty of Rome it

would only be so if it complied with the requirements set out in the Duphar case," the letter says. "Furthermore, the provision of Article 36 of the Treaty cannot justify a measure whose primary objective is budgetary in as much as it is intended to reduce the operating costs of a health service scheme."

A limited list of the sort proposed will only be compatible with Article 30 if the determination of the excluded drugs involves no discrimination regarding the origin of the products and is carried out on the basis of verifiable criteria, such as the existence of other less expensive products having the same therapeutic effect, says the letter.

Other "verifiable criteria" include the fact that the preparations in question are freely marketed without the need for a prescription, or are products excluded from reimbursement because of their legal classification, and provided it is possible to amend the lists whenever compliance with the specified criteria so requires.

The GMSC's solicitors are anxious to learn the precise nature of the criteria being adopted and are asking for a reply within ten days.

Meanwhile the GMSC are sending posters alerting patients to the implications of the list to the 30,000 GPs in the country.

## EEC PI complaint by pharmacy

A Dorset pharmacy has complained to the EEC Commission that the UK licensing system for parallel imported medicines is unlawful under the Treaty of Rome. The EEC is looking into it.

Blacklock (Chemists) indulged in parallel importing from Belgium on a regular basis until March 1984. Blacklock stopped because of the introduction of the licensing system together with the fees.

However, Mr E.J. Ramsbottom, one of the company's directors, has complained to the EEC because he feels that the licensing system is contrary to the spirit and objective of a basic Community provision, namely the free movement of goods and services between member states.

The company has asked for a legal and definitive ruling on the following: (a) that the licence and fee are in conflict with articles 9 and 95 of the Treaty of Rome and are thus illegal; (b) that the licence and fee will obviously reduce the flow of parallel imports and therefore be construed to be quantitative — in conflict with Article 31 of

the Treaty of Rome and again thus illegal; (c) that the licence and fee could be argued to be against the word "measures" in Article 32 and are yet again illegal.

Blacklock also believe that the UK Government is exploiting a loophole in Article 36 which refers to protection of health and life of humans, to placate UK manufacturers and justify a licence and fee. The company says it has yet to meet injections, or the like (requiring special storage conditions), on any parallel importers stock list: virtually all parallel pharmaceutical imports are tablets or stable capsules: "It is inconceivable that an ethical pharmaceutical is less safe when dispensed in Europe than when the same product is dispensed in the UK. If a UK-manufactured tablet such as Brufen can be exported to America and still be efficacious surely the much shorter trip to Europe and back will not reduce this efficaciousness."

Mr Ramsbottom has asked that if the Commission finds the restrictions illegal under the Treaty of Rome, it could confirm that Blacklocks has the backing of the EEC courts if they recommence parallel importing.

The EEC Commission has put Mr Ramsbottom's letter on the register of complaints with the secretariat general for it to be investigated.

## 'Rescue scheme' from Richardson

Richardson Computers are planning a "rescue scheme" for pharmacists who are finding their present computer labeller inadequate. The company is offering to part exchange the pharmacist's current system for a Richardson disc system, with up to £500 (plus NPA discount for members) off the current price of £1,795.

The offer is planned for February and will be advertised in the trade Press. "We will look at anything that seems to offer a viable proposition for us, and that includes typewriters if reasonable," said spokesman Mike Johnstone.

Richardson are also hoping to tie the offer up with their proposed prescription market research scheme. "We will ask people concerned to help with prescription data," Mr Johnstone confirmed.

For existing customers it is proposed to offer free maintenance as an inducement to provide data.

The company has hired a market researcher and taken information off discs sent in by 50 users as part of a trial phase. The National Pharmaceutical Association has given the scheme approval in principle. Richardson's hope to submit a draft contract for the board's approval shortly.

Gallup, who tried to set up a prescription monitor service during last year using a Riva labeller, pulled out of the project shortly before Christmas, leaving a gap Richardson's hope to fill.

## Manorfield offer database access

Manorfield Systems have available suitable modems and software to enable most dispensary micros (BBC, Apple, Sirius, Commodore etc) to access Martindale On-line and other databases as well as Prestel and On-pharm.

Manorfield say this eliminates the need for an expensive, dedicated terminal, making cost-effective use of installed equipment.

Details from Manorfield Systems, 3 Leyton Green, Harpenden, Herts AL5 2TE (Tel: 05827 69011).

## Premises up 150 in 1984

The number of pharmacies on the Pharmaceutical Society's list of registered premises rose by 12 to 11,106 in December. This ninth successive monthly rise takes net openings for the whole of 1984 to 149.

England (excluding London) gained seven with 16 additions and nine deletions. Both Scotland and Wales had no overall change with one addition and one deletion each. London had six additions and one deletion.

## NI statistics for 1983

There was an increase of eight pharmacies in Northern Ireland in 1983, bringing the total to 509.

The figures, given in the Northern Ireland Central Services Agency annual report, reflects only the second annual rise since 1960. The number of dispensing doctor practices was unchanged at 33.

Chemists and appliance suppliers dispensed a total of 13,592,857 prescriptions, an increase of 525,849 (4 per cent), at an average gross cost of £4.55 per prescription; dispensing doctors accounted for 390,725, a total of 22,382 (6.1 per cent) up, at an average gross cost of £4.50.

Prescription charges increased once during the year and a total of £2,689,785 was received in prescription charges, representing 4.8 per cent of the gross cost of the service.

There were two complaints against chemists received during the year.

In October 1984, chemists and appliance suppliers in Northern Ireland dispensed 1,218,957 prescriptions (756,651 forms) at a gross cost of £5,793,832.46 with an average cost of £4.75 each.

## Price List

The price increases for Robinsons Baby Food, notified in the Price List Supplement of January 5 have been cancelled until further notice. Due to late notification incorrect prices will appear in the Supplement of January 19 and February's Price List. Subscribers should refer to the January Price List for the current prices.

## Surrogate

I think I suffer from having a simple mind and possibly no morals. I listen with something approaching bewilderment and a degree of horror to this case of the lady who bore a child, conceived by artificial insemination with the sperm of the donor parent, under agreement that the baby should be passed to the true father and his lawful wife. There were no illicit delights in the conception, so the censorious can get no vicarious satisfactions from that aspect of the case. What sticks in many throats appears to be the money. The women who bore the child was to be paid, or may already have been paid, £6,500 for her gift. The people who arranged the matter are also to get the same amount.

So here we have a couple desperately wanting to have children, born as nearly as possible from their seed, willing to pay £13,000 for the privilege. The reality is merely that the husband has fathered a child, which the conceiving woman is willing to surrender to him and his wife. For the life of me I cannot see what business it is of the Barnet Social Services Committee to remove the child from the natural mother — or the father and his wife. To seize the child under the Place of Safety regulations has to be an evil joke, a travesty of what those regulations are meant to be about. With parents willing to part with £13,000 for their child, can there be the slightest doubt it would be one of the most loved and wanted children in this world?

As for the matter of the money? I'm not sure £6,500 for carrying a child is an excessive sum. We do not know the woman, but understand she has children of her own. Does everyone deny her any humanitarian feeling for another woman who is denied children of her own? It is a sweeping assumption which denies much experience of the realities of human nature.

As for the agents of this service. I see no place for entrepreneurs. But there should be scope for the practice within the NHS service under the caring umbrella of social services. I would have thought it highly enlightened to recognise the aching need which some have for children, and to acknowledge there are some women of sound mind, body and integrity, who might be willing to help.

The outcries from all sides leave me filled with curiosity as to people's vision of "proper" society and their place in it as guardians of morality. The right to conceive belongs to everyone. The right to bring children up, so long as there is no actual damage to them, belongs to the parents — any parents. There is no

prevention of the most wildly unsuitable persons having children. Moron and mensa alike are recognised by society as having the unalienable right, the fundamental status to procreate and know the joys, satisfactions, worries and responsibilities consequent upon it. This gives point to life itself. Who are we to say who is suitable, or not? How dare we seize the child of this most caring conception. And where is our right?

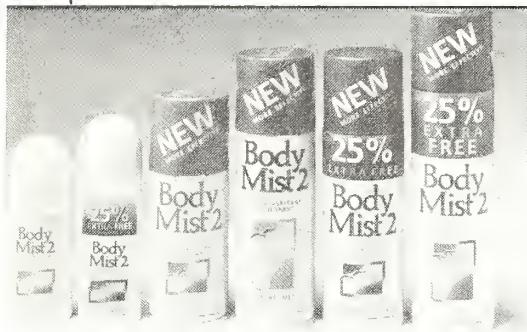
## The 'list'

There is nothing more unsettling than uncertainty. The proposed list of approved medicaments which has been beautifully described as "out of the Ark", left me looking at substantial areas of stock bought on the basis of last year's known turnover, and wondering what I was going to do with it. Since the list was punted into the air at the time when most of us were fully stretched preparing for Christmas sales, it is not until now that we have begun to weigh up what the changes could mean to us individually.

Assuming the list is for real, I reckon each of us would have to take stock of all the items no longer prescribable, have them valued and certified as true stock. Claims would have to be submitted to the Pharmaceutical Services Negotiating Committee for payment in full plus oncost, since we have bought them in good faith against known demand. Already, as if in anticipation of enforcement, some GPs are limiting cough mixtures to that splendid sweetner linctus simplex, or occasionally linctus codeine for bad coughs. In consequence the profits of many manufacturers of proprietary medicines may be riding for a sudden drop after April.

But our difficulty is in knowing what to re-order now for stock. You don't know with doctors being pressured to change their prescribing patterns fundamentally, and as a result tend not to replace routine items. The way the Government flew this particular kite, (which is what I think it was) has led to an apprehension about serious uncompensated losses for contractors who can't do anything about it. It was a stupid way of going about matters which has damaged confidence. Why didn't they ask us, the experts in drugs for our proposals on how to cut the drug bills?

Now, in the first signs of doubt and confusion, because of the response to the list, the Minister is saying it was only "provisional" and he would welcome consultation. What are we waiting for — let's make concrete proposals to cut down waste without penalising patients or contractors.



## Body Mist 2 gets new look and £2m boost

Body Mist 2 is being relaunched with new packaging and a new formulation is featured in the aerosol variants. The relaunch will be supported by a £2m advertising campaign.

Beecham Toiletries say the range has "updated female-orientated designs". The aerosols and roll-ons feature colour coding to indicate the different variants: green-Spring fresh; blue-dawn fresh and red-wild fresh. The aerosols also come in an unperfumed variant (grey). Sizes and prices remain unchanged.

The aerosol formula now comes with a

stronger concentration of its active ingredient to boost its anti-perspirant effectiveness.

The relaunch will be supported by a 25 per cent extra free on-pack offer. And a fresh development of the "Don't stand so close to me" television commercial will be appearing in April. "Up until the early seventies, personal freshness was rather seasonal. Consequently it trailed way behind the key sectors. Since then however, most of the four out of every five women using antiperspirants apply them once a day, while male usage has risen from 50 per cent to almost 70 per cent," says marketing manager, Ian McPherson.

The company says that in the last three years Body Mist 2 has soared from fifth place to number two spot in the personal freshness market which is estimated at £125m for 1985.

Mr McPherson, says, "We are concentrating on boosting the effectiveness of our aerosols because the trend favouring roll-ons throughout the sixties and seventies is now going into reverse". *Beecham Proprietaries Toiletries, Beecham House, Great West Road, Brentford, Middlesex TW8 9BD.*

## Fly away with Ciba's Lypsyl

Ciba Consumer Pharmaceuticals are offering purchasers of Original Lypsyl the opportunity to save up to £100 off their next Sovereign/Enterprise holiday from British Airways.

To obtain this 10 per cent saving off the brochure cost of their holiday the consumer needs a completed booking form, a receipt for Original Lypsyl and a special leaflet. These leaflets are available from Ciba representatives and can be displayed on the Lypsyl tower dispenser containing 36 tubes. The offer is available for all Sovereign/Enterprise holidays booked and taken before March 31, 1986.

The tower dispenser has been amended to allow the retailer to check stock levels more easily. *Ciba Consumer Pharmaceuticals, Wimblehurst Road, Horsham, West Sussex RH12 4AB.*

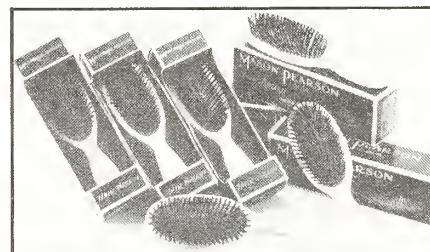
## Baby products wholesale

Two Essex drug store owners have set up a wholesale operation specialising in baby products.

Monet Cross filled their first orders last

week and look to serve about 300 chemist outlets and 100 drug stores which fall within a 40-mile radius of their warehouse at Abbess Roding near Ongar.

"The emphasis will be on service," says one of the partners in the operation, Paul Martin. "Delivery should be available within 24 to 48 hours of an order being received, Monday to Friday. There is no minimum order but we shall obviously be sensible and hopefully chemists will too." Settlement is CoD, as yet there are no credit facilities but prices are claimed to be comparable to other cash & carry



Mason Pearson have a new hairbrush designed for children aged between two to six years.

It is for use on hair that has grown past the "downy" baby stage but has not yet reached adult strength, says the company.

The pure bristle brush measures about seven inches long by two inches wide and has a pneumatic rubber cushion. It comes in blue pink or ivory white to sell for about £6.80. *Mason Pearson Bro Ltd, 37 Old Bond Street, London W1X 3AE.*

outlets.

Price lists have been distributed to potential buyers in the area. The company carries foods, toiletries, accessories etc, and will shortly be moving into baby clothing: but it is staying out of disposable nappies because of competition.

If, after a trial period of three months or so, all goes well Monet Cross hope to expand but at the moment business building is the name of the game, says Mr Martin. *Monet Cross Ltd, Unit 18, Anchor Lane, Abbess Roding, Nr Ongar, Essex.*

## Green fingers with Complan

Farley Health Products are running a houseplants offer on selected packs of Complan.

For five plant tokens, plus 50p to cover postage, consumers can choose from one of four plants: Kalanchoe, polka dot plant, grape ivy or parlour palm. Each plant comes complete with care card.

There are two plant tokens on the strawberry, chocolate, malted and savoury chicken variants and one on natural Complan packs. The offer is open until November 30.

Complan is claimed to have an 85 per cent volume share of the complete liquid meals market though chemists and drug stores, claim *Farley Health Products Ltd, Torr Lane, Plymouth, Devon PL3.*

## More Cosmeco

Cosmeco have introduced a hands and feet sponge pumice (£1.25) and a Magno range consisting of a 100g soap travel case (£1.25) and a 6 x 20g soap travel case.

Fade Out, previously distributed by Fine Fragrances & Cosmetics are now distributed by Cosmeco. The company's French Perfumery range is now available direct from *Cosmeco Ltd, PO Box 2JW, 37A Duke Street, London W1A 2JW.*

## Vanish twice

Projectina are launching liquid vanish shampoo (400ml, £1.17) suitable for cleaning carpets, upholstery and walls.

The product will be launched in Scotland in April and then rolled out swiftly southwards. Liquid Vanish and Vanish Bar will be advertised on STV in a 20-second commercial in April. *Chemist Brokers, division of Food Brokers Ltd, Milburn, 3 Copse Lane, Esher, Surrey.*

# Clinical Trial Results on Benylin

## Benylin Expectorant re-affirmed as No.1 in Pharmacy for Chesty Coughs



- Highly significant relief after a single dose.
- Consistently better in reducing cough frequency and severity.
- Preferred for taste and general palatability.

A recent trial<sup>1</sup> on expectorant cough treatments proved the superiority of Benylin Expectorant over a triprolidine formulation which is also used in the treatment of coughs.

Benylin Expectorant was shown to be significantly better in giving symptomatic relief, even after a single dose, and scored significantly better for patient preference on smell, taste and general palatability.

Proof of the superiority of Benylin Expectorant, your No.1 cough treatment. Prescribed by doctors, recommended by pharmacists.

## Benylin, No.1

Composition: Each 5ml contains: Diphenhydramine hydrochloride Ph Eur 14 mg;

Ammonium chloride Ph Eur 135mg, Sodium citrate Ph Eur 57mg, Menthol B.P.1.1mg

Indications: For the relief of cough and its congestive symptoms.

Dosage: Adults: One or two 5ml spoonfuls every two or three hours;

Children 1-5 years: 2.5ml every three or four hours; 6 to 12 years: One 5ml spoonful every three or four hours.

Contra-indications, warnings etc: Known hypersensitivity to any of the active constituents. Renal dysfunction. May cause drowsiness. If affected, the patient should not drive or operate machinery. Avoid alcoholic drink. As with any other medicine, care should be taken in administration during pregnancy.

Product licence no: 0018-5090

Cost: 125ml x 24 List price ex VAT £20.83, 250ml x 12 List price ex VAT £18.53.

**WARNER  
LAMBERT**

the name people feel better with  
Mitchell House, Southampton Road, Eastleigh, Hants SO5 5RY

# Tampax a new range



## (Legal tender in

Tampax are now issuing a set of three holiday promotion packs with a face value of £50.

Any of your customers who books a holiday and sends us 8 holiday tokens (4 on 40s boxes and 1 on 10s

boxes) from the special packs will get a £50 shopping voucher.

And so will you because the voucher can only be spent in the store where they usually buy tampons.

Apart from the free £50 shopping

# introduce of £50 notes.



your store only.)

gree, they also have a chance to win 5 holidays each worth £1,000.

Only the best selling brand in the health and beauty market could afford to be as generous.

But it'll be money well spent,

making Tampax even more popular.

So fill your shelves with the new packs and then start filling your cash till with £50 vouchers.

You'll feel as if Tampax have given you a licence to print money.

# IN YOUR HANDS ONLY

## OTC power to help 2,000,000 with temporary sleep problems.



New Beecham Sominex creates a major opportunity for pharmacists everywhere. It is the first clinically proven OTC remedy specifically presented for occasional sleeping problems.

Sleep laboratory trials show Sominex promotes easy, restful sleep whilst maintaining normal, beneficial sleep patterns.

Sominex contains the proven and reliable active ingredient, Promethazine Hydrochloride (20mg). Sominex can be sold over the counter, without prescription.

Take as directed: and after a good night's sleep, any residual drowsiness is minimal and transient.

### The scale of the need for Sominex

Recent research shows that occasional difficulty in getting a good night's sleep is a problem for at least two million people in Britain.

They sometimes have difficulty in falling asleep. Or sleep is disturbed and broken.

They are not chronic insomniacs. They are ordinary people with a common problem: the annoyance and frustration of sleeplessness.

They need help.

With new Sominex, you, the pharmacist, can provide it.

### Pharmacy sales only

Customers who seek your help will appreciate your advising them about Sominex.

GPs are being informed too, so other customers will be coming to you on their doctor's advice.

*CounterPrescribe*  
**SOMINEX**  
from Beecham Proprietaries and  
pharmaceutical wholesalers.

DETAILED TECHNICAL INFORMATION AVAILABLE ON REQUEST.



## International's OTC Migralift

International Laboratories are test marketing an OTC version of their ethical Pharmacy only Migraleve in the Yorkshire region. The product is called Migralift.

Over 1.2 million packs of Migraleve were dispensed in the 12 months to April 1984. Additionally, seven out of ten migraine sufferers do not consult their doctors, say International Laboratories. Migralift will be the first specific OTC migraine treatment to be advertised direct to the public, they say.

The formulation of the OTC product is the same as that for Migraleve, but with docusate sodium removed to comply with

Committee on Review of Medicines recommendations. (Pink tablets: buclizine hydrochloride 6.25mg, paracetamol 500mg, codeine phosphate 8mg. Yellow tablets: paracetamol 500mg, codeine phosphate 8mg). Three different packs, each of 12 tablets, will be on test; duo (£1.95), yellow (£1.75) and pink (£1.95).

A national equivalent of £1.5m will be spent on television advertising, with more than 100 spots over 26 weeks. A pharmacy briefing pack will be sent out to pharmacies in the test area, along with a plastic counterprescribing card.

*International Laboratories Ltd, Wilsom Road, Alton, Hants GU34 2TJ.*



The new 35mm AF2 autofocus camera from Keystone (£126)

## Keystone add 35mm autofocus

Keystone have added a new 35mm autofocus camera to their range — the everflash AF2 (£126). It also features an automatic film loading system.

The AF2 uses a beam of infrared light to measure the distance between subject and camera for focusing. A lock allowing the camera to be correctly focused before re-framing the scene for better composition is also provided. When film is placed in the AF2, the lead has simply to be laid flat on the take-up spool. When the shutter is pressed, film automatically advances to the first frame.

An indicator on the back of the camera appears when the film has been properly loaded. The camera also offers automatic film advance and rewind, lens door and built-in manual flash. It is supplied with film and batteries, and will be available in the UK from mid-March. *Keystone Camera (UK) Ltd, Unit 31 Ashville Trading Estate, Cambridge Road, Whetstone, Leicester.*

## Ever Ready's battery boost

Ever Ready are spending £1.75m between now and the end of February to promote their recently relaunched battery range.

The campaign is spearheaded by a new 40-second television commercial, which broke on January 16, and will run nationally for six weeks. Its message is that Ever Ready offer a full range of batteries, able to satisfy all requirements. The TV spend is £1.5m.

The remaining money is being spent on an 8-page booklet which will be bound into all copies of the January 31, TV Times. The booklet again stresses the need to use the correct type of battery for particular appliances, and features a free consumer draw with prizes worth over £20,000. *Ever Ready Ltd, Berec House, 1255 High Road, Whetstone, London N20 0EJ.*

## Citrus Build-up from Carnation

Carnation are adding two new citrus flavours — mandarin and lemon and lime to their Build-up range.

The flavours were developed in conjunction with the dietetic profession, and tested in hospitals, say Carnation, where 83 per cent of patients rated them very good or quite good.

The citrus variants are available only to pharmacies at a retail price of £1.24 per carton of four sachets. *Carnation Ltd, Daneshill House, Medmenham, Marlow, Bucks SL7 2ES.*

## Now stronger intensive care

Chesebrough-Pond's are launching extra strength cream into their Vaseline intensive care range. It is to be available in 100ml tubs to sell at about £1.30.

Roy Gayton, marketing director for Chesebrough-Pond's H&BA division comments: "Vaseline intensive care lotion is brand leader in its field and with the herbal and extra strength variants accounts for a 26 per cent value share of the market. The new dermatologically tested extra strength cream will enable us to offer a complete range of strengths and applications and thus increase our already substantial market lead."

"The Vaseline name combined with a promotional budget of over £2m for 1985 cannot fail to make an impact on this growing skincare sector valued at £23m."

To maximise on the peak interest period for skin protection Chesebrough-Pond's are running a consumer trial for Vaseline intensive care lotion.

A 30ml trial size tube is to be available for £0.25 while stocks last. The promotion comes in a self-display merchandiser of 36 tubes. *Chesebrough-Pond's Ltd, PO Box 242, Consort House, Victoria Street, Windsor, Berks SL4 1EX.*



## New slim pack

Larissa Ann Cosmetics are relaunching their Superslims press-on towels in new packaging (10, around £0.45 retail).

Launched in 1983, director Michael Lefort says that Superslims are now sold in some 4,000 chemists through major wholesalers (24 packs, £6.32 trade).

"As we do not advertise we are able to keep our prices at 30 per cent less than the brand leader. At £0.45 per pack, the pharmacist has a 30 to 34 per cent margin," he says. *Larissa Ann Cosmetics Ltd, 28 Willis Way, Fleets Industrial Estate, Poole, Dorset BH15 3SS.*

## 'Big business' health foods

The health food market has been growing steadily over the past few years and is now "big business," according to a recent Key Note report.

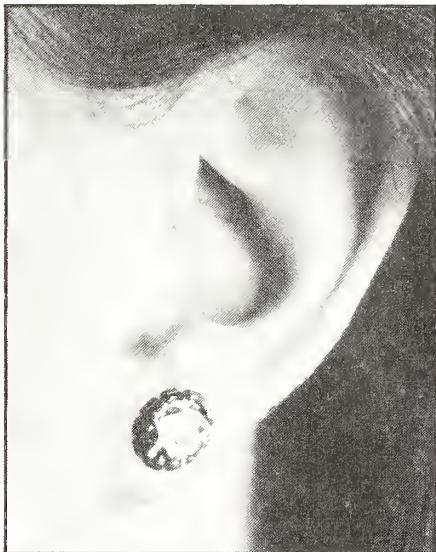
It concentrates on the so-called specialist health food sector and focusses on sales through the 1,300 specialist outlets and 500 wholefood or grain shops operating in the UK. Mass market "health type" products like cereals containing bran are not included.

Estimates of market size are difficult say Key Note, some trade sources put it at £220m rsp. The total value of sales of

health foods, vitamins and supplements through specialist outlets is thought to be about £110m rsp in 1983 showing an annual average growth rate of some 6 per cent in real terms over the past five years, says the report.

The outlook for the market is bright, say Key Note, but not all the extra business is expected to go through specialist outlets: more health foods are being distributed through general grocery stores.

Chemists may benefit however, with the surge in interest in herbal and homoeopathic remedies, as these outlets will be seen as the natural place to go for advice, say Key Note. "Health foods — an industry sector overview," £75. Key Note Publications Ltd, 28 Banner Street, London EC1Y 8QE.



## Butterfly ears

Butterfly Creations have introduced a range of earrings with nylon "posts" for people allergic to metal jewellery. The company says the nylon derivative is "made by ICI and has proved to be totally reaction-free."

The earrings (£0.95 to £4.95) are available in a wide variety of styles and come on butterfly-shaped perspex mounts which hold two pairs. There are two presentation gift sets: one (£4.95) contains a flower-shaped stand, four pairs of earrings on four butterflies and spacer clips. The other (£9.95) comprises eight pairs and a mobile dressing table stand.

POS displays include a spiral in two sizes holding 15 or 24 pairs. "These are particularly suitable for chemists," says the company, "as they take only 16 sq in of counter space." Alternatively, there is a

larger cube, with a 64 sq in base, taking up to 144 pairs. Both types have an explanatory header card. *Butterfly Creations*, 33 Underhill, Moulsford, Oxon, OX10 9JH.

## Eating Odors on Anglia TV

Super-tuff Odor-eaters are featuring in a seven-week television campaign in the Anglia region, starting January 21.

It is the first burst in a £500,000 campaign for the brand which will reach other television areas during the Summer, say Combe International. The commercial is aimed at the 15 to 25 year old "active young men" sector.

Last year Combe tested Odor-eater campaigns in different regions in the UK. Anglia proved the most successful and increased consumer sales by 130 per cent, claims the company. Distributed by *Nicholas Kiwi*, division of *Nicholas Laboratories Ltd*, Bath Road, Slough SL1 4AU.



## Two for tea at London Herb

The London Herb & Spice Co (see also p151) have added two blends — elderflower and comfrey — to their range of herbal teas.

Both are presented in packs of 25 tagged and enveloped sachets (comfrey £0.75, elderflower £0.95) and are supplied to the trade in cases of 12 packs (comfrey £6.26, elderflower £8.26). Launching the products, managing director Martin Gill said he believes this is the first time elderflower tea has ever been offered.

London Herb & Spice say that comfrey is famed in country lore for its restorative and soothing properties while the elderflower is blended with lemon peel, citronella and hibiscus to provide a drink that is both cleansing and refreshing.

The company has also launched a herb and spice mixture to produce white wine cup, based on the Rhineland May bowl, to complement the mulled red wine mixture launched in 1982. Two sachets should be added to 75cc of medium dry white wine, simmered in a saucepan for 20 minutes, then sweetened and chilled before serving. *London Herb & Spice Company Ltd*, 18 Selsdon Road, South Croydon, Surrey CR2 6PA.

Pharmacists Trevor Hutchinson (centre) and his wife Barbara won £500 worth of Harrods' vouchers in the LRC's "Join the Elite with Unichem" competition. The couple from B.E. & R.T. Hutchinson in York, receive their prize from Peter Binstead (far left) national accounts manager at LRC products and Bob Scott (far right) sales manager at Unichem



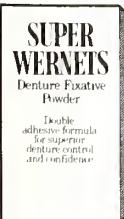


## A £1m denture fixative campaign continues tonight.

There are 18 million denture wearers, not unlike Joe Jordan here.

In a bid to speak to as many of them as possible, we're spending £1m during 1985. Because the more people we reach,

the more product you sell. And as Super Wernets, Super Poligrip and Dentu-Hold already account for 77% of the market, we've even saved you the bother of having to stock anything else.



## Fragrance volume to go on down in £205m market

The market in women's fragrances will continue to decline in volume as consumers make fewer purchases and move to more expensive brands.

The forecast comes in a report by the Economist Intelligence Unit which says the UK retail market in 1983 was about £190m — an increase in value of 22.6 per cent on 1980 but a decline of 13 per cent in volume. Sales in 1984 may have reached £205m, says the EIU, but it expects further volume decline because of the recession and the growth of the fine fragrances sector.

This now takes over half the total market by value. Around three quarters of sales are of toilet waters, with a similar 75 per cent of all fragrances being distributed by aerosol.

Import penetration of the UK market is strong and will continue as the French, in particular, capitalises on the increased demand for fine fragrances. As imports doubled between 1979 and 1983, domestic output the EIU claims, suffered a "very real contraction."

The report gives independent retail chemists a 17 per cent share of market distribution in value and volume terms, but says that they "have lost some ground during the past five years owing to competition." Boots remain the largest outlet in volume (33 per cent) but department stores now lead in value terms with 35 per cent. Duty free shops and direct selling are also important outlets.

Retailers' margins on fragrances vary, says the report, but the average is around 35 per cent. It also claims that the average retail price of a bottle of eau de toilette has

doubled since 1980, though unit prices have been boosted by higher demand for fine fragrances.

Despite the expense, each woman spends about £9 a year on female fragrances and 60 per cent of all purchases in each year are by women for their own use. The report says that about 40 per cent are bought as gifts — 25 per cent by men and 15 per cent by women or children. The market is also highly seasonal, with 40 to 45 per cent of sales coming in the run-up to Christmas.

The EIU gives only four manufacturers over 5 per cent of the market in value and volume terms: Avon, Estée Lauder, Revlon and Lenthéric Morny, recently acquired by Beechams. Many internationally renowned names, such as Dior, survive on only 1 per cent of the market because of the high margins realisable.

Advertising of women's fragrances in the Press and television has always been high in relation to the size of the market and the report claims in 1983 alone £14m was invested. Lenthéric and Yardley are generally the heaviest advertisers. New product launches can cost anything up to £1m in above and below the line promotion.

The report predicts that a residual level of volume demand is expected to be reached by the late 1980s. "Competition will remain intense, with manufacturers and importers alike seeking periodically to revitalise the total market and their own position with new brand and fragrance group launches." "Women's Perfumes," *Retail Business*, Duke Street, London W1.

## Stylish Wella

Wella have introduced a range of setting curlers called Molton Brown stylers (£4.95 per pack of six). The stylers are the new way to roll or twist the hair to create soft, casual looks, say Wella. "They are gentle on the hair — no spikes or bristles to tangle, and no uncomfortable grips".

The stylers are available in two sizes — small for tight curls and waves and large for looser effects. They can be used on wet or dry hair, with mousses and gels, and can be rolled down to the root or only part of the way, depending on the required length. They're not affected by a hairdryer.

A vacuum-formed display stand holds six large and eight small packs together with consumer leaflets.

Following the relaunch of Wella blo dry in August 1984, a promotional 150ml size bottle with pump, priced at the 100ml bottle size, has been introduced.

The pack is available with 12, 40ml bottles of blo dry in a display unit.

A 15ml sample size of Shock Wave wet gel is available free with a pack of two Shock Waves glitters. The packs contain either red/multi-coloured or green/gold glitters.

Wella are offering a burgundy styling comb free with the 200ml size hairspray. The comb is banded to the can and is available on both normal and extra hold variants. *Wella Great Britain, Wella Road, Basingstoke, Hants.*

## FASHION JEWELLERY

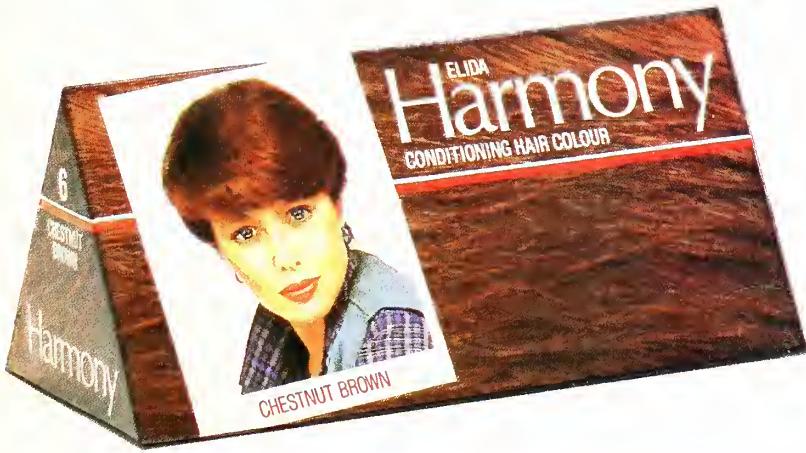
Step Up... Fashion jewellery and accessory sales managed for you with our unique merchandising concept. Already a success in Chemists. Add substantial extra sales to your main business and attract new customers — all year round.

- Pre-Priced Stock.
- Stunning Colour Co-ordination.
- Unique Design Display System.
- Free Installation & Merchandising.
- Unique Stock Control & Refill System.
- Proven Highest Stock Turn, Low Outlay.
- Constant product change, amazing variety.
- The Complete Package Deal for Fashion Jewellery.

Write or phone now for full colour details.

Retail Concepts, 33-37 St. Mary's Rd., Market Harborough, Leicestershire. Tel: 0858 64363

# Announcing 10 ways to sell even more Harmony.



BIGGEST BRANDS ✓ BIGGEST SALES ✓ BIGGEST PROFITS



## Twin Panacron from Winpharm

Winpharm are launching two linked products designed to control the common symptoms of colds and 'flu'.

Panacron tablets are Pharmacy only and contain phenylpropanolamine hydrochloride 12.5mg and paracetamol 500g for systemic relief of sinus headache and nasal catarrh (12 blister packed, £0.99).

The recommended adult dose is two tablets three times a day. They are not recommended for children over 12.

Panacron decongestant nasal spray is GSL and contains oxymetazoline hydrochloride 0.05 per cent w/v in an aromatic spray base with menthol, camphor and eucalyptol (15ml, £1.15) to provide topical relief of nasal congestion.

Winpharm say that twice daily application of two sprays in each nostril will provide 24-hour relief for adults and children over 12.

The two products are packaged in similar pale and dark blue livery,

reflecting their close relationship, say Winpharm. Each pack also carries the message "For professional advice on medicines consult your pharmacist".

The launch is backed by a range of support material including a counter display unit for 12 packs of each product.

Winpharm say their margins guarantee a standard 33⅓ per cent profit plus introductory bonuses.

Winpharm managing director Bernard Hardisty, believes the launch of these products is particularly important at this time. "The implications of the Government's measures for restricted prescribing are enormous, although they are as yet unclear," he says.

"It is more essential than ever that community pharmacists emerge from the seclusion of their dispensary and stamp their professional personalities on the sales of all medicines. It is vital for pharmacists to have really effective products which are not available through any other outlets. As colds and 'flu' are high on the list of problems for which advice is sought, these new products will provide an ideal opportunity for counter recommendation." *Winpharm, 1 Onslow Street, Guildford, Surrey GU1 4YS.*

insert as a tampon. A "dimple" in the centre fits over the cervix and a polyester ribbon is attached for removal.

The sponge can be inserted up to 24 hours before intercourse and should remain in place for six hours afterwards but for no longer than 30 hours in all.

Trials involving almost 2,000 women in 11 countries have shown an average effectiveness rate of 89-91 per cent if the method is used consistently and according to the instructions on the pack.

The incidence of toxic shock syndrome in sponge users has been less than 1 to 1½ million but women who have had TSS are recommended not to use the product.

The Today sponge will be available through most family planning clinics next month. *Family Planning Sales Ltd, Cowley, Oxford.*

## Today sponge launch date

The Today vaginal contraceptive sponge is being sold into pharmacies during the Spring. The retail price hasn't been decided yet but it is expected to be about £2.50 for three.

More than 600,000 women are using it in the USA and about 25 million sponges have been sold since the product was introduced there in June 1983.

Made from soft polyurethane foam, the sponge contains the spermicide nonoxynol-9 which is released over 30 hours. The spermicide is activated by soaking the sponge in clean water before use. The sponge is said to be as easy to

## K-C's Kleenex travels forward

Kimberly-Clark are expanding their travel forward Kleenex range with the addition of travel tissues — designed to bridge the gap between pocket-packs and full size boxes. The new tissue are to be available to the trade at the beginning of March.

The pop-up packs of 50 3-ply tissues (flashed at £0.32 while stocks last) appear in polythene, with multi-coloured stripes.

"Research showed a demand for a product suitable for a bag, briefcase or suitcase" says product manager Rosi McMurray. Radio support is promised for the brand.

Also in March the company is giving its Boutique range of tissues and cotton wool a new look, "created to enhance its femininity and softness". A pack containing a mix of green and yellow tissues replaces the old peach.

The new packs, currently carrying a 10p-off-next-purchase coupon will be backed by a £250,000 campaign on Channel 4 in the Spring and appearances in the women's Press.

"We felt the time was right to reinforce the product's success in the face of increased competition", says Rosi McMurray. *Kimberly-Clark Ltd, Larkfield, Nr Maidstone, Kent.*



## Sionon biscuit

Bayer have added muesli biscuits to their Sionon diabetic foods range (150g, £0.89).

Bayer say the biscuits have three times the fibre of ordinary biscuits, yet have only 22 calories each. *Bayer UK Consumer Products Division, Bayer House, Newbury, Berks.*

# New Harmony Colour Foam.



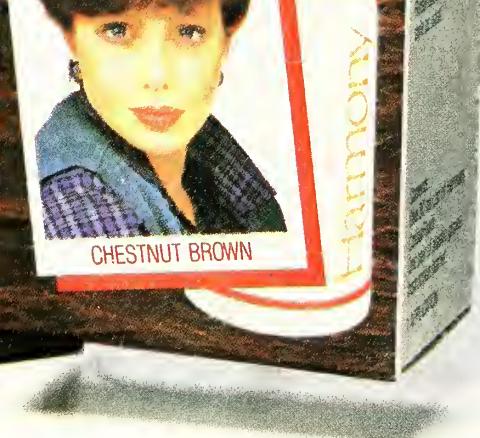
Harmony continues to lead the colourants market.

And now 10 of the most popular shades are available as a foam as well as a cream.

New Colour Foam is quicker and easier to use. With over £1.5 million of support for Harmony in 1985, it will be more popular than ever before.

Don't miss out on the opportunity to sell more Harmony to even more consumers.

Stock Harmony Colour Foam now.



FROM THE BIGGEST NAME IN TOILETRIES. ELIDA GIBBS



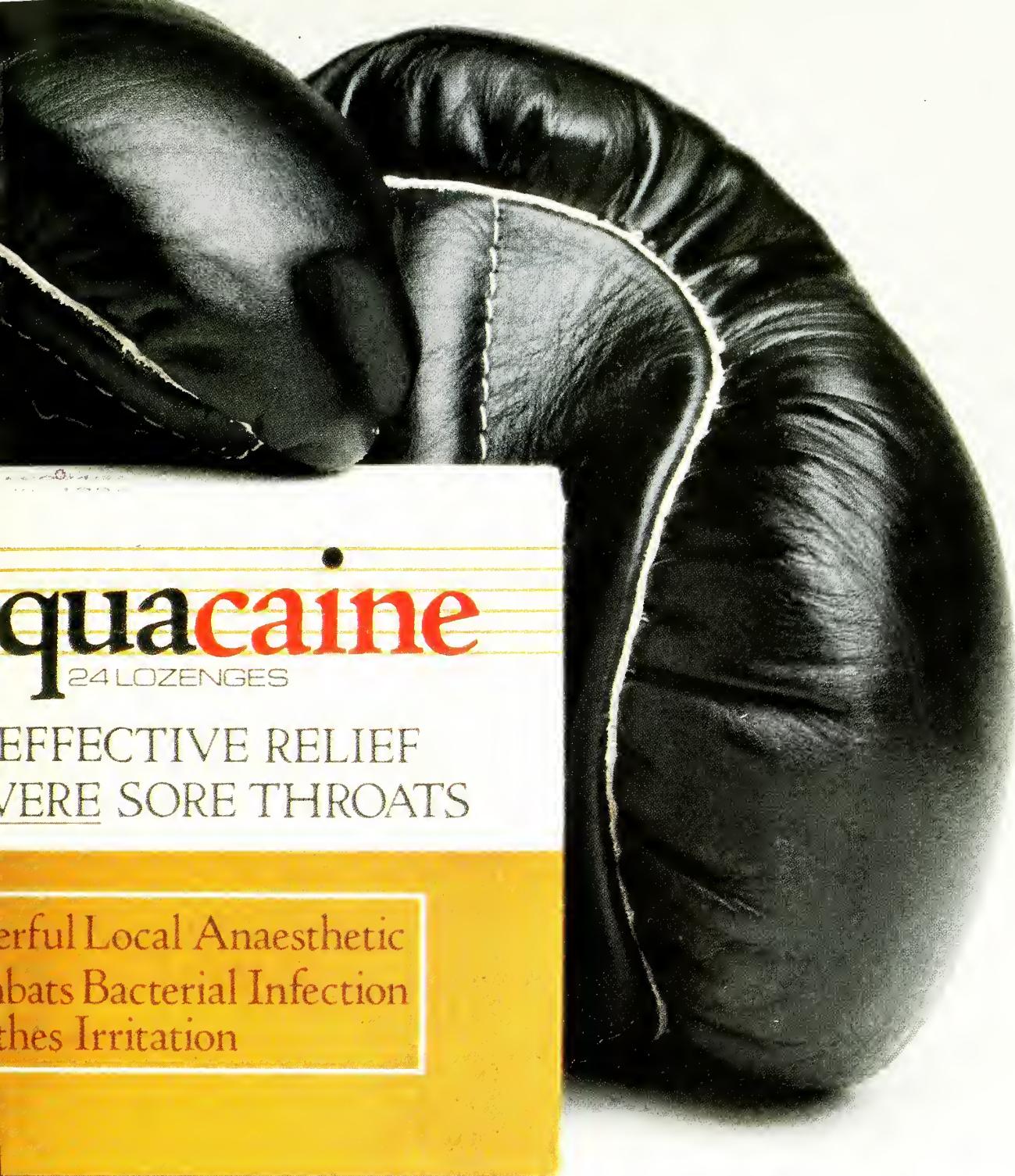
# Dequacaine stu and the co

In its first two months of launch, new Dequacaine knocked out over 50,000 sore throats: a rude awakening for its competitors.

The strong logic of this new sore throat lozenge is readily seen by pharmacists.

It also hits your customers right between the eyes: the simple clarity of packaging and display material makes sure of that.

To the known anti-microbial power of dequalinium chloride has



# qua**caine**

24 LOZENGES

EFFECTIVE RELIEF  
FOR SEVERE SORE THROATS

Powerful Local Anaesthetic  
Combats Bacterial Infection  
Relieves Irritation

# Wins sore throats, competition.

When you added a full 10 milligrams of pain-killing benzocaine.

Dequacaine is the obvious counter prescription for severe sore throat, and it's a knock-out success with your customers.

The sore throat season is flexing its muscles. Make sure you've got Dequacaine in your corner.

## Dequacaine.

Fast, effective relief for severe sore throats.

FARLEY HEALTH PRODUCTS LTD A GLAXO GROUP COMPANY

# JÖVAN

# 'Dirty Weekend'

## COMPETITION

**JOVAN**, the fun fragrance business is promoting two of its key brands with the free offer of a "Dirty Weekend" guide book in the first quarter of 1985.

The witty, prettily designed book is written for people who like their romance with a sense of humour — the perfect match for **JOVAN SEX APPEAL** and **MUSK OIL**. Special display units and pack crowners promote this outrageous offer on the large size Colognes and Aftershaves (price £5.99). Each purchase will entitle the consumer to send in for the book which is published by Quartet and normally sold for £5.95.

Ideal for lovers (and anyone with a sense of humour) from all walks of life, **The Dirty Weekend Book** assesses some 61 hotels in Britain and abroad. Food, comfort, privacy and fun are the bases for ratings, and each "review" tells an amusing tale of romance.

So for anyone planning to be naughty, or just to have a nice break, **JOVAN** is the place to start, with **MUSK OIL** or **SEX APPEAL** and **The Dirty Weekend Book**.

Enter our **JOVAN** competition and win yourself £500 to spend on a delightful, fun and indulgent weekend break for two at one of **The Dirty Weekend Book's** recommended hotels. You get the book, too, of course, and **JOVAN MUSK OIL** and **SEX APPEAL** for him and her. Three runners up win the book and the four **JOVAN** fragrances.



### SPECIAL SEX APPEAL AND MUSK OIL PACK OFFER

Fill in the letter of the appropriate romantic moment:

1. JOVAN MUSK OIL FOR MEN
2. JOVAN SEX APPEAL FOR MEN
3. JOVAN MUSK OIL COLOGNE
4. JOVAN SEX APPEAL FOR WOMEN

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

To: Jovan "Weekend" Competition, c/o M.W. Publicity, 1 Marlborough Studios, 12A Finchley Road, St John's Wood, London NW8

To enter the **JOVAN "WEEKEND"** COMPETITION, simply match the four descriptions of **JOVAN** fragrances to the quotes from **The Dirty Weekend Book**. If your opinion matches the judges' as to which fragrances best suit which romantic moments, you could have won £500 cash for your own weekend for two. The first correct entry drawn will win the first prize and the next three correct entries will receive runners up prizes.

1. **JOVAN MUSK OIL FOR MEN.**  
Rich, vibrant, musky and longlasting.
  2. **JOVAN SEX APPEAL FOR MEN.**  
Exotic, smouldering, provocative, compelling.
  3. **JOVAN MUSK OIL COLOGNE.**  
Musky, lingering, too sexy for words.
  4. **JOVAN SEX APPEAL FOR WOMEN.**  
Sensuous, sweet, tenacious, pulsating.
- A. We were to dine in the hotel, in its remarkable dining-room where I nearly lost my head on champagne and splendour. Were there really pink clouds on the ceiling or was I in love?
- B. We set off for a walk through grottoes and caves, along the lake and into follies and temples. There was hardly anyone else around and had we known it would have been wonderful for a picnic.
- C. Ideally, as if in a mock marriage, you should be borne aloft across that very grand threshold and thence straight up (never mind reception) into the bedroom and into the bed.
- D. An unspoken agreement hung in the air; but the urge was undeniable, and it was simply a question of where.



#### RULES FOR THE JOVAN "WEEKEND" COMPETITION

1. Judges' decision is final.
2. All entries to be received by February 9, 1985.
3. Proof of posting is not proof of delivery.
4. Illegible or damaged entries are void.
5. The competition is open to any U.K. resident over the age of 18, except employees of BEECHAM PROPRIETARIES, their agencies or employees of Benn Publications Ltd. 6. No cash is awarded in lieu of prizes except the £500 first prize.
7. The winner will be the first entry drawn which, in the opinion of the judges, has chosen the fragrances that best suit the romantic moments listed.
8. Winners will be notified within 4 weeks of the closing date.
9. The solution and names of winners will be published in CHEMIST & DRUGGIST.

## 'Biggest ever' sanpro push

Tambrands are giving away £50 shopping vouchers and £75,000 worth of holidays in their biggest ever Tampax on-pack promotion, running from February through to May.

The promotion will be featured on regular, super, and super plus packs (10s and 40s), with full details inside.

For the vouchers, which are redeemable only where the consumer purchased her Tampax, consumers have to book a holiday for two or two weeks anywhere in the world from specified tour operators, and supply proof of purchase of 80 tampons.

In addition there are 75 holidays worth £1,000 each to be won. To enter, contestants must list eight given benefits of Tampax in order of importance and send in the completed entry form together with proof of purchase of 40 tampons.

Ian Jenkins, Tambrand's marketing manager says: "We believe this is the biggest ever sanpro promotion run in the UK. The consumer benefits by receiving a voucher worth £50 to spend on whatever she chooses and our retailers benefit by the increased traffic and sales the promotion will generate in their stores. Tambrands Ltd, Dunsbury Way, Havant, Hants PO9 5DG.

## TV tie-in for Tixylix POS

May & Baker are offering POS material featuring their current television advertising campaign.

Each item features the Tixylix logo and animal characters from the commercial, which is being shown in all areas until February 16. There is POS to suit all sizes of pharmacy, including large or small window/counter display units, mobiles, leaflets, shelf talkers and large dummy packs.

The company are offering chemists the chance to win cut-glass whisky tumblers, among other prizes, by maintaining

displays of Tixylix material during the period of advertising.

Area representatives will have stocks of all items and information regarding the prize draws which will take place in March, say *May & Baker, Ltd, Dagenham, Essex RM20 7XS*.



Consumers are being invited to "try this one for size" with Super Softies sampler pack which can be displayed in a specially designed counter unit. *Sterling Health, 1 Onslow Street, Guildford, Surrey*.

## ON TV NEXT WEEK

Ln London	WW Wales & West	We Westward
M Midlands	So South	B Border
Lc Lancs	NE North-east	G Grampian
Y Yorkshire	A Anglia	E Eireann
Sc Scotland	U Ulster	CI Channel Is
Br Breakfast Television	C4 Channel 4	

Alberto VOS Alive:	M, Ne, A
Alberto VOS styling mousse:	Ln, Sc
Askit powders:	So, G
Aspro Clear:	All areas except U
Comtrex:	All areas
Cussons Pearl:	All areas
Dentu-hold:	All except Sc
Hills balsam:	Lc, Y
Crookes Karvol:	All areas
Numark promotions:	U
Odor-eaters:	A
Rennie:	All except U
Revlon Flex frequent use:	Bt
Robitussin:	All except U, CI
Scholl thermal insoles	All areas
Sebamed:	Lc, Sc, M, So, WW
Strepsils:	All areas
Super Poligrip:	All except Sc
TCP throat pastilles:	M, Lc, Y, Ne
Tixylix:	All except U

## SCRIPT SPECIALITIES

### Paxofen tablets from Steinhard

**Manufacturer** M.A. Steinhard Ltd, 702 Tudor Estate, Abbey Road, London NW10 7UW

**Description** All are pink, coated biconvex tablets. Paxofen 200 contains 200mg ibuprofen BP, Paxofen 400 contains 400mg ibuprofen BP and Paxofen 600 contains 600mg ibuprofen BP

**Indications** As for other ibuprofen preparations

**Dose Adults:** 600mg to 1200mg daily in divided doses; in severe or acute conditions up to 2400mg daily in divided doses

**Children:** 20mg/kg daily, children under 30kg never more than 500mg in 24 hours

**Contraindications** As for other ibuprofen preparations

**Side effects** as for other non-steroidal anti-inflammatory agents

**Packs** 200mg in containers of 500 (£15), 400mg in containers of 250 (£15) and 600mg in containers of 100 (£9.50, all basic NHS)

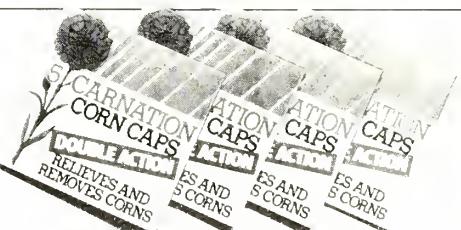
**Supply restrictions** Prescription only Issued January 1985.

**Artane Sustets:** due to production problems they will be out of stock until March 1985, say makers Lederle Laboratories. Artane tablets remain available. *Lederle Laboratories, division of Cyanamid of Great Britain Ltd, Fareham Road, Gosport, Hants PO13 0AS*.

**Hypnovel ampoules 10mg per 5ml:** From February 4, Hypnovel is to be available in ampoules containing 10mg per 5ml midazolam (£7 trade per pack of ten, minimum order five packs). *Roche Products Ltd, Broadwater Road, Welwyn Garden City, Herts*.

## CARNATION The Corn Cap that's asked for by name.

Cuxson, Gerrard & Co (Dressings) Ltd., Oldbury, Warley, West Midlands B69 3BB



# Rationalise and see the profits rise

One route out of recession for the independent pharmacist may be to smarten up his shop up for the new year. Peter Wiseman, managing director of shopfitters George Barlow & Sons, looks at some basic ideas, and concludes that any refit worth its salt should increase your profits by at least 25 per cent

It is especially important at the moment for the independent pharmacist to take a long, hard look at his working environment, because the last ten years have seen a vast increase in the number of lines he is expected to carry. Often, such diversification — very sensible in itself — has been undertaken without any clear idea of how the extra merchandise can be stored or displayed.

The result can be a clutter which confuses rather than attracts the impulse buyer. What is needed is the objective eye of the professional designer to sort things into place again.

But chemists' will obviously be unwilling to abandon additional lines which are paying their way. In fact, calling in a designer is often done in the hope of squeezing even more into the pint pot.

What is needed is rationalisation. For instance, is it really necessary to have every size of disposable nappy on display when a token packet or two, with the rest tidied away in the stockroom, would work just as well? Constant shelf refilling, after all, is a sign of lively trading. It never worries the major supermarkets to have a member of staff constantly topping up.

Much more important than having ten dozen of one item readily available is making certain that you have at least one example of everything you sell on display to let the

browsing customer know you stock it.

Although OTC medicines are good margin items, the independent will all too often fail to display them properly.

Another question to ask yourself is, what use are you making of the waiting space around the dispensary? It is an ideal place to show certain browser lines — photographic equipment for instance.

Camera accessories and booklets on technique can help the customer pass the time and possibly sponsor impulse purchase while he waits for medicines to be made up.

Making the most of photographic accessories is important because these are lines with a higher in-store mark-up. And while every line on the shelves ought to pay its way, it makes sense to promote these items offering extra returns.



**"Calling in a designer is often done in the hope of squeezing even more into the pint pot"**

Obviously, expensive cameras and lenses cannot be out on open display, though many photo accessories often kept under the counter will sell at triple the speed if displayed in locked showcases. However,

where the value of the merchandise makes it essential to offer assisted service, turn this to your advantage — create a true shop-within-a-shop.

It does not necessarily demand acres of space — just a differently-coloured wall and ceiling paint to produce the impression of a separate department, even in a small chemist's shop.

Another area we usually recommend for special treatment is the fragrances counter. Soft, subtle colours combined with rich tones — such as the dove grey and burgundy used by Harrods in their perfume halls — can indicate immediately, and subtly, that the customer is entering the world of perfumery.

Though not always possible, it helps to have this counter visible from the shop window. Choosing perfume is something customers like to linger over and their presence in the area helps make the whole shop look busy.

The dispensary, on the other hand, which is often what brings people into the store in the first place, should be furthest from the door so customers are exposed to the fullest possible range of goods on their way through. Yet it is amazing how many otherwise well-designed stores make the basic error of siting medicines next to the door.

Lines with seasonal appeal such as sun preps are naturals for mobile gondolas. Chemists often do not make enough use of island units like these, even though they are key features in organising traffic flow in almost every supermarket and grocery store.

In many cases, shopkeepers who have

## Symbols for purity and health



Only found on Cantassium vitamins, minerals and diet foods —  
the Professional's choice.

© Rita Greer

Sole chemist distributors Dendron Ltd.,  
94 Rickmansworth Road, Watford, Telephone No. 0923 29251.

# ITS SUCCESS IS GROWING

not had a refit for a while get frightened at the thought of change. They shouldn't be. In fact, if they are not surprised by how different their new style store looks after the refit, they've probably been sold a pup anyway.

But it is important that the chemist should tell not only his staff, but also his customers about what is going to happen. In any shop — and especially a chemist's which the public relies on so heavily in emergencies — it is important that the retailer makes an announcement several weeks before the refit. He could use the local paper, or put a poster in the window asking customers to bear with the temporary inconvenience which will ultimately give them a much-improved service. And it is a tremendous goodwill bonus if he also gives an address or phone number at which he can be reached when closed.



**"If they're not surprised by how different their new store looks after a refit, they've probably been sold a pup anyway"**

Ideally, Barlows prefer a retailer to close from, say, last-thing Saturday night to first-thing Wednesday morning while his premises are getting their "face-lift". Some business may be lost but in our experience far less than if customers have to face three weeks or so of stepping around builders' ladders and buckets of wet cement.

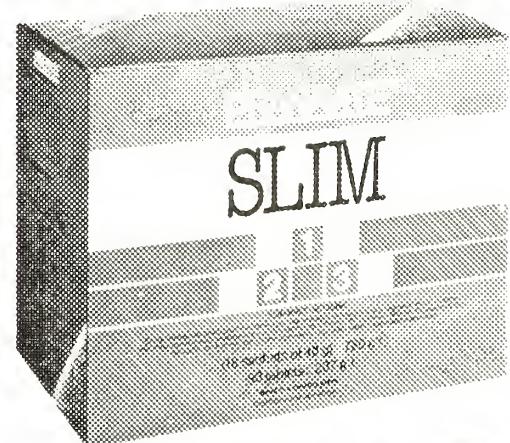
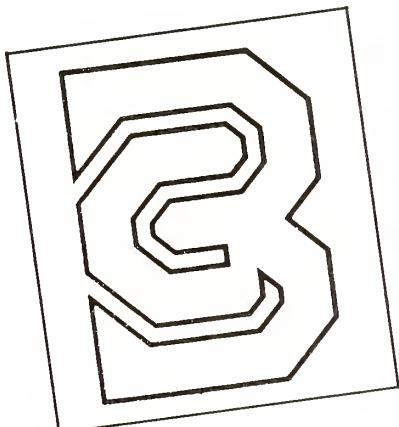
Which brings us to the question of the face-lift itself. A reputable shopfitter will always work closely with his client and won't necessarily expect him to be able to read technical blueprints or even visualise the finished interior from an artist's impression. But, as part of the operation, he will often take his client to see similar projects in other parts of the country.

A chat to another chemist about the advantages of a refit — and the occasional mistake that even the cleverest designer can sometimes make — gives him a much clearer picture of what he himself needs than any amount of browsing through glossy catalogues. Which is not to say that any refit should be a slavish copy of any other.

These days, to make a full-scale refit worthwhile, a retailer will have to spend between £10,000 and £25,000. For a shopkeeper with a limited budget, however, the basic expenditure can be dramatically reduced by the use of a modular system.

There are a lot of misunderstandings about "system" shopfitting. On the one hand, systems are not a panaceas. On the other, it is quite wrong to imagine they are rigid and inflexible and make your store look just like every one else's. System is employed most successfully when it is used with an element of customisation giving a shop an atmosphere and character all its own.

The thing to avoid is buying a system from someone who is merely trying to sell units, without much consideration as to how these will suit a retailer's present or future requirements, except in the most basic sense. Used properly, system can keep prices down while still enabling you to create that smart new store which can put that all-important jam on your bread and butter.



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**£13.95**  
R.R.P.  
ZERO V.A.T.

## URGENT MESSAGE TO RETAILERS

Since the national launch of Pranavite Slim earlier this month, the demand from the public for names of stockists has been tremendous.

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**or**

**061-941-6701**

Please fill in the coupon below and return it to;

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60, Osmondthorpe Lane, Leeds LS9 9EF.

**WE ARE STOCKISTS OF PRANAVITE SLIM**

Name of Retailer .....

Address .....

.....

Contact .....

Telephone No.:

# In a changing World . . .

## Pharmacies could close

Speaking Pharmacists, deputy secretary of Great Britain, government's plans to rep over a s out o the pa pointed coich is e ered

**'The end of the NHS'**  
**John Marks**

The government's limited list proposal could herald the end of the NHS, according to Dr John Marks, who is chairman of the National Council of the Pharmaceutical Society.

## Limited list catches all by surprise

Last week's announcement by the Government of the introduction of a limited prescribing list from next April caused

all sectors of the health service by surprise. GPs and pharmacists are furious that they have been given short notice. The General Medical Services' Charter, which Me

Fowler, Secretary of State for Health, announced his intention to introduce a limited list.

I remember as a youngster having to change from one tram to another in the city where I went to school, and the "stop" where that antediluvian vehicle ground to a halt when it joined another line. I remember the conductor's cry which one of the older boys, whose voice had broken, managed to imitate so successfully that we stopped too soon. Since the stop too soon. Since the

he had the chagrin of it

## All change for pharmacy

Glasgow Local Medical Committee member among the first GPs in the country to

GP's attending a meeting the day after the announcement felt it would cause

Glasgow LMC secretary Dr Gerrard McGlo

make two kinds of patients

scribing but he

government wants

the right way.

The proposals from the

make two kinds of patients

who can't

make two kinds of patients

# ...the one company you can depend on is WinPharm

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In a  
changing  
World...

## RESCRIBING LIMITATION

# **RESCRIBING LIMITATION Bureaucratic approach condemned**

THE "bureaucratic approach" of the government's proposed limited list of medicines for "minor" ailments is condemned in a personal statement made to The Pharmaceutical Journal by the President of the Pharmaceutical Society (Dr. Frankin Maddock) on November 13. for round table discussions medical and pharmaceutical with a view to agree could be demonstrated effective health care dismissal of the committee to the "ineffectual" the different schemes Dr. Maddock follows.

**NHS**

The outcome of savings on the £876 will be a welcome interest in West Country even more severe exercise has been successful.

proposals

It is a truly daunting experience for a President, while in the middle of dispensing, late on a Thursday afternoon, to receive a copy of a letter from the Minister for Health, entitled "Limiting the range of drugs prescribable under the National Health Service". The first reaction to such complex proposals could be little more than the Department's recognition of its important role in the control of minor

under the NHS. The antacids all "official" and do not, fo include any alginate mixtures, editorial in the *Lancet* of Ma stated gave "rapid symp rel phagitis". The treatme anaemias with vit and be permissible unde The categor

The category "pain" is clearly problematical and pharmaceutical problems are often "non-specific" in addition to being 84

# **How will they know what the drug is given for?**

# Government proposals in full

# *implications of the government's limited list*

before the right one was found to suit the individual.

The government was quite wrong to assert that one antacid was much like any other. The alginic-containing antacids such as Gastrocote and Gaviscon excluded from the restricted list were proven in clinical trials to be more beneficial, especially in reflux oesophagitis.

Regarding the restricted laxatives, he believed patients were entitled to the newer and more palatable products than methylcellulose granules, the only oral preparation allowed.

We have to be sensitive to their preferences because it encourages compliance. There are now much improved laxatives on the market. Granules are pretty popular & lubricants

tic episodes but clobazam, with a different chemical structure, was equi-

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**TRANSFER**

**TO COUNTER**

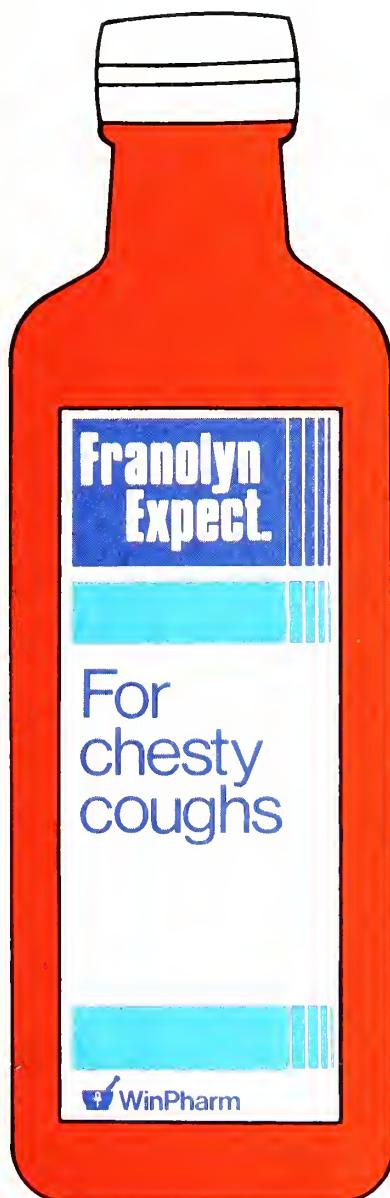
The government in a new

"We could be



"We could be witnessing the biggest DUMP campaign ever seen!"

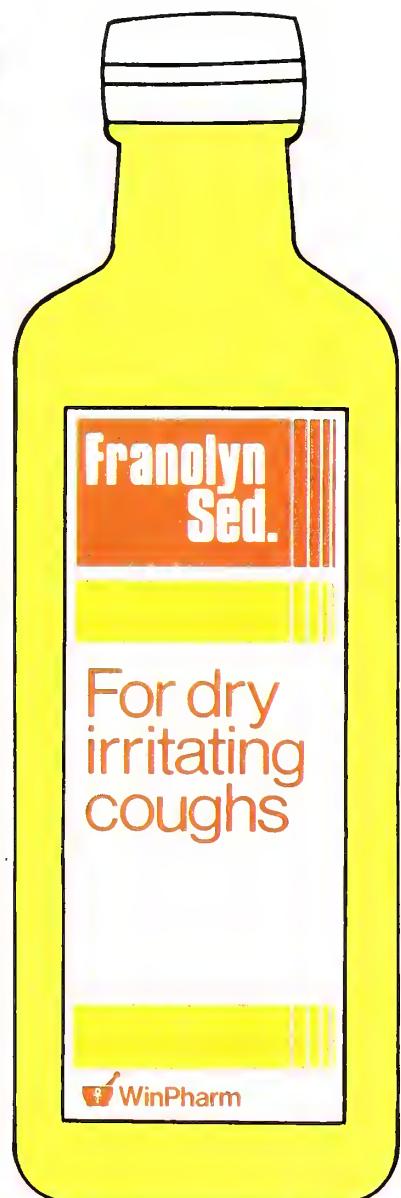
# ... you can depend on **Franolyn**



Franolyn Expect and Franolyn Sed have never been available anywhere but in the pharmacy. The twin products are carefully formulated for the specific purpose of pharmacy recommendation for troublesome coughs — a purpose more important now than ever.

The customers' answer to "What kind of cough?" leads naturally either to Franolyn Expect for a chesty cough or Franolyn Sed for one which is dry and irritating.

In a changing world, Franolyn Expect and Franolyn Sed will continue to offer you the professional and financial rewards of effective counter recommendation.



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Each 5 ml of Franolyn Expect contains: Theophylline BP (Anhydrous) 60 mg, Guaiifenesin BPC 25 mg, Ephedrine BP 4.75 mg

Each 5 ml of Franolyn Sed contains: Dextromethorphan Hydrobromide BP 10 mg. "Franolyn" is a registered trade mark.

Full information is available from WinPharm, Sterling-Winthrop House, Onslow Street, Guildford, Surrey, GU1 4YS Telephone (0483) 505515.

## Beecham come back on Sominex

The fact that Xrayser (*C&D*, January 12) pays more attention to an ill-informed and inaccurate comment in the *Mail on Sunday*, rather than the well-documented articles in *Chemist & Druggist*, January 5, p14,36 on Sominex will confuse many of your readers.

If he hasn't read those articles perhaps he has now studied the comprehensive information package mailed to all UK retail pharmacists and pharmaceutical wholesalers from which he will gather that:

Sominex is the first effective adult OTC sleep-aid to receive a full UK product licence, and it has consequently been approved "for the correction of temporary disturbances of sleep pattern..."

It was launched following clinical trials conducted by Professor Ian Oswald which demonstrated for the first time that one 20mg Sominex tablet will extend sleep by one hour and reduce the amount of wakefulness in the early hours of the night.

Xrayser will, therefore, understand why I am puzzled by his comparison of Sominex with two otherwise excellent, but different products. Following his comment I went to my local pharmacy and bought both Phenergan and Dramamine — the two products he mentioned. Phenergan elixir, I note, is labelled for "urticaria and travel sickness" in children. (The tablets carry no indication at all.) Dramamine is labelled to "prevent travel sickness" and is primarily indicated for children.

How sensible is it, therefore, for pharmacists to recommend products for uses other than those for which they are labelled or intended? Counter-prescribing eight individually sealed Sominex tablets for a patient diagnosed by the pharmacist as suffering from temporary sleeplessness is, in my view, more responsible than providing inappropriately labelled alternatives, in needlessly large quantities.

**E.R. Scott**  
Marketing director, Beecham  
Proprietaries — medicines.

## 'List' silence is not golden

I cannot believe that the full implications, both financial and medical, of the proposed restricted list prescribing have yet been fully realised by rank and file community pharmacists. We shall all face a substantial overall reduction in our

income.

No-one can seriously argue that drastic cuts in NHS remuneration will be more than fractionally offset by possible increases in OTC sales of delisted medicines. Further, it is the community pharmacist who must face up to the wrath of customers who find themselves deprived of long-standing NHS medicines.

So where have the great majority of pharmacists been hiding for the past few weeks? Where are the organised protest meetings, the petitions (with the honourable exception of Mr Tanna), and above all, the strong condemnations emanating from our elected leaders? How can qualified, "professional" pharmacists allow themselves to be hung, drawn and quartered without offering any resistance at all?

It is not good enough to say "What can I do?" It is now a question of "What must we do?" Apathy now will mean a great decline in pharmacies in the next year or so.

**Martin Sinclair,**  
Isleworth, Middlesex.

## Limiting waste and costs

I have just thrown away 450 co-trimoxazole tablets. Not a momentous event in a community pharmacy, and hardly one to warrant space in your columns. However, I disposed of them because they were out-dated and unfortunately, I had only dispensed fifty or so during the two or three years they took up my shelf space.

Now my pharmacy is not exactly a quiet one, yet our call for co-trimoxazole (as opposed to Septrin) is virtually nil, as is our call for metoclopramide (as opposed to Maxolon) or metronidazole (as opposed to Flagyl), since my local prescribers rarely order these generics. Yet according to the latest NHS Newsletter from the PSNC I shall from now on, need to keep these category C drugs in order to fill the odd script for 30, or so, that may come my way at some indeterminate time in the future. The chances are that in 1988 I shall again throw about 450 away. Should I fail to order co-trimoxazole again, then I will be able to look forward to the dubious pleasure of turning scripts away or, alternatively, dispensing Septrin at a loss.

All of which brings me to the Government's limited list proposals. It is obvious that the Health Ministers are under very heavy pressure from the Treasury to reduce the nation's drug bill. As taxpayers we should perhaps be grateful for this. Yet the degree of paranoia surrounding the Department's

latest attempts to reduce costs is really quite surprising. We now have High Discount endorsements (does anybody really expect this to work?), new ostomy arrangements, an expanded category C, and to follow, the delights of the limited list. All this strikes me as a particularly extreme example of DHSS penny-pinching which is all the more astonishing when one considers that there is still one fairly simple way to reduce drug costs. That way is, of course, the introduction of a suitably regulated scheme of generic substitution.

The advantages of substitution are so patently obvious now, that I can only conclude that somebody at the DHSS thought that pharmacists would be unable to implement such a scheme. Instead, they secretly drew up the limited list, with all its inadequacies and disadvantages, and sprung it upon an unwary industry; an industry that must now bitterly regret that they overplayed their hand when opposing generic substitution.

Generic substitution would of course have solved my co-trimoxazole problem. I would need only keep a stock of co-trimoxazole, thus saving me money by reducing stocks and wastage — and saving the country money by reducing the nation's bill for Septrin. The only people unhappy at this proposal would be the manufacturers of branded drugs. Or would they? What's the betting that I would soon find the Wellcome representative on my doorstep with a generous generic-priced Septrin deal?

**Nicholas Wood,**  
Brentwood.

## 'S ★ ★ ★ ex'

Is it significant that "Sominex" — Beecham's new treatment for insomnia — starts with a "s" and ends in "ex"? I think we should be told.

**David Sullivan**  
Southampton.

More Letters on p129

No. of days treatment N.B. Ensure dose is stated	NP
<p>TAB Trolic Acid</p> <p>5 mg daily</p> <p>(30)</p>	

The latest in aphrodisiacs for OAPs? (The patient was over 80)

# Showrax-a treatment recommended for pharmacists.



As a qualified Pharmacist you will recognise the importance of a professional approach to all aspects of your business. Pressures outside your control have made it difficult to secure an adequate return from N.H.S. prescription income alone, but having a dispensary does give you a unique advantage — it draws people into your shop.

The real opportunity for improving your business lies in the retail sales area, and when considering modernisation it is important to talk to a shopfitting company who can apply a high level of professionalism to store layout, traffic flow and merchandise presentation. We can also, of course, re-plan your dispensary.

Showrax pharmaceutical shop-fittings are recommended by some of the most influential names in the pharmacy trade, e.g. Unichem and other wholesale groups, and our national network of local consultants have the expertise to advise you on all aspects of modernisation.

Our leasing plan will also demonstrate how shop improvements can be financed without the requirement for capital. It enables you to pay for the use of the equipment as you benefit from it.



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Name of Shop \_\_\_\_\_

Address of Shop \_\_\_\_\_

Tel \_\_\_\_\_



CD 19/1/85

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**SHOWRAX**





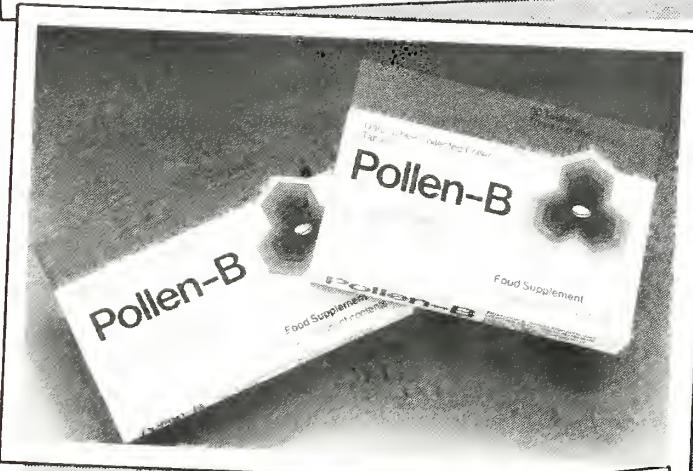
**NANA**

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of Wassen International Ltd.

Full details can be obtained from the sole U.K. distributor to Chemists –



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Full details can be obtained from the sole U.K. distributor to Chemists –  
De Witt International Limited, Seymour Road, London E10 7LX. Telephone: 01-539 3334.

# LETTERS

## Mervyn Madge in Moscow

The article on Moscow reminds me of some experiences in Russia. I entered a large pharmacy not far from the GUM and took out my camera and started taking photos. All the customers in the queues pointed at me and I thought, "There's going to be trouble." Sure enough there was.

Out came a "big battle cruiser" of a lady in a white overall who started bellowing at me. I thought the KGB might turn up and take my camera and perhaps me. However, I have learnt one or two things going around the world. If you get in a jam take out a note pad or else if they bellow at you, bellow back. At least you are doing something, especially behind the Iron Curtain.

As the lady harangued me I did likewise in my tourist Russian and anything else. Everybody left their queues and formed a circle around the two of us. They were not going to miss the fun. This continued for several minutes. Then out came a younger, slimmer lady in a white overall who looked hard at me. I was sporting a large Prussian moustache and had on a jacket with shoulder epaulettes. nothing unusual in the UK at that time. This lady spoke to the "battle cruiser" and from what I could make out, said "Here, you don't know who this guy is, be careful". Whereupon the "bellower" turned on her heels and went. The slim lady said to me that everything was all right. Everybody in the circle went back to their queues and I was left in the centre of the pharmacy with my camera.

On another occasion I was crossing the frontier from Poland when a plain clothes custom officer examined my case and then said: "Have you any English newspapers?". I was just going to say no when I remembered I had a copy of the *Times* in my raincoat pocket. I said "yes", remembering that USSR is reputed not to like that paper. "Can I see it?" "Certainly," I said, and passed it over. He perused it, — the seconds seemed like hours. Eventually he returned it to me saying "Here's your paper. Ha. I see the Pope's dead. Good old Papa!"

The Russians, when the KGB are not around, are very warm and friendly. I was in Smolensk and there was a simple wedding party with dancing, etc. They asked me to join them — it was a really enjoyable time, especially my attempt at some Cossack dancing.

On another occasion, going across Russia by coach, we stopped to, what was euphemistically termed "to go and pick

flowers". Every body did. After a few moments a Russian coach pulled in with the same idea. I went across, and with bits of Russian and sign language got talking to a man in their party. He went into the coach and brought out a bottle of vodka. Calling for a few volunteers from my party and a few from theirs, we toasted each other and anything else. May I say that in a short while the bottle was gone in this downright friendly atmosphere: "Ships that pass in the night".

Perhaps I should add that before leaving Russia I was presented with two prizes, one for a quiz on knowledge of Russia and the other for keeping the party happy with jokes, stories, anecdotes, etc.  
**Mervyn Madge**  
Plymouth.

## Getting the needle

Your correspondent Kenneth Sims (*C&D* January 5, p38) complains about lack of information on the exemption from VAT of syringes for diabetic patients.

As recently as January of last year our pink *Supplement* gave chapter and verse on this subject. Furthermore, as a result of the generosity of Becton Dickinson, we were able to enclose with that issue a free supply of VAT exemption forms for each of our 9,700 members for use in the very circumstances he described.

Any NPA member who needs a further supply need only contact NPA Services on 0727 32161, extension 212.

**Tanya Turton,**  
*NPA publications officer*

No. of days treatment NB Ensure dose is stated	NP
Signature	
S. J. F. 400mg	
100. (L.C.)	
T.M.	
MAG 100ml	
TRINITRANT	
100. (L.C.)	
A	

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A selection from the vast, ever-changing range of Lady Jayne Hair Fashion Accessories. The signature on the Brand Leader is

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# 66 Does company c exclusive wa chance to

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**WINTER WARMER**  
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Then this winter, there's the unexpected bonus of the Halls 'Winter

First, they're giving us a top quality British-made quilted jacket. Absolutely free. You just send ten Halls Mentholyptus outer ingredient panels including at least one from each of the four flavours,

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**THE NEW**  
**FORD ESCORT**  
**1.6 DIESEL VAN**

to the address below. Secondly, there's the chance to win a

shining new Ford Escort 1.6 diesel van.

Simply estimate the number of stickpacks that would completely fill it

# any other offer you an wardrobe and a travel? ☺

and send your entry to the same address. One outer ingredient panel per entry is required and each of those submitted for a free Winter Warmer jacket counts as a qualification for a competition entry.

Your Halls salesman will give you full details of both offers. (Or ring 061-766 5471 for further details). Closing date for both offers is March 22, 1985."



HALLS ORIGINAL  
**MenthoLyptus**



# Pharmacists' 'alarming irresponsibility'

Pharmacists were accused of alarming irresponsibility by the Press following an experiment by the German Society for the Protection of Children.

They sent youngsters aged 12 to 15 into 37 pharmacies in a north German town, to ask by name for potent, Pharmacy only appetite suppressants, hypnotics and analgesics.

None of the children looked older than their years, yet all but two pharmacies sold them the product requested. In only five cases were the children asked if the medicament was for their own use, or for an adult. In one instance, the child first

asked for an appetite suppressant, which was temporarily out of stock. On being told it could be ordered, the child refused this offer and requested, and was sold, a hypnotic instead!

The Society called on pharmacists to be extra careful in selling medicines to children so as to try and stem the increase in all forms of drug misuse by young people.

In response to heavy media criticism, the pharmacists' organisation, ABDA, said it deplored the practice of sending children on drug errands and expressed disapproval at the apparent reluctance of some pharmacists to exercise their right to refuse sales in certain circumstances.



## Animal tests fall

In the next two to five years, the number of experiments on animals is likely to fall by 40 to 60 per cent, according to estimates given at a recent conference.

Of the 6 million laboratory animals used annually in West Germany, the pharmaceutical industry accounts for 3.5 million, the cosmetic companies some 30,000. The remainder are used by academic and other institutions. The familiar LD<sub>50</sub> appears set to change

following a comparative study in the EEC which showed that results of this once sacrosanct test varied by a factor of eight between different laboratories.

A more approximate and less animal-intensive method for assessing toxicity has been proposed, which could save up to 150,000 animals per year, and a call has been made for mutual international recognition of animal test results to prevent wasteful duplication.

The Government has presented a draft amendment to the animal protection laws, which could drastically reduce animal experimentation.

Furthermore, special permission would be needed to conduct tests for cosmetics.



## A better tomorrow?

Indulging in some crystal ball gazing at the end of 1984, the managing director of ABDA said he saw no improvement in the economic situation of pharmacies until after the year 2000.

The continual decline in the population, which would fall from the present 61.3 million to 59 million at the turn of the century and to 45 million by 2030, with the percentage of those over 65 reaching 24 per cent. This would lead to an increase of almost one third in the number of drugs supplied.

However, before this happy situation for pharmacists was reached, they would

be facing increasing competition and the trend of more and more doctors prescribing fewer and fewer items per patient was likely to continue.

The remedy was for pharmacists themselves to persuade the public that they were more competent than drug stores, health shops and supermarkets in supplying drugs and that they alone were capable of giving advice and assistance on drug matters.

He foresees opportunities for pharmacists to increase patient compliance and to become more involved in the health care of the handicapped, the chronically sick, those newly discharged from hospitals and in supply of items for colostomy and dialysis patients.

New potential markets are veterinary and analytical products, stoma and incontinence aids, gadgets for the handicapped, dressings and other items of general patient care.



## Saving Dm2,000m

The president of one of the country's largest compulsory health insurance schemes has suggested that savings of some Dm2,000m could be made on the drugs bill if the 500 most commonly prescribed drugs were purchased from the EEC country where they were most cheaply available.

Other ways put forward for reducing drug costs were more rational prescribing, a greater use of generics (currently accounting for only 2-3 per cent of the market compared with up to 25 per cent in other countries) and a decrease in use of the more expensive and dangerous combination preparations which account for a staggering 70-80 per cent of items prescribed.



## Break from 'list mania'

An alternative cost-cutting exercise to the worldwide outbreak of "List Mania" has been agreed between doctors, pharmacists and health insurance schemes in Dortmund.

In a 3 month experiment in progress, all items ordered by an individual physician are being recorded on a computer. The doctor is then advised how he can qualitatively improve his prescribing and how he could reduce costs by choosing a cheaper, but equally effective alternative. In addition special efforts are being made to advise the public on all aspects of drug usage.

The effectiveness of the experiment will be assessed by looking at the drugs bill in other comparable areas of the country over the same period.



## Facts and figures

ABDA plans to establish an Institute for Drug Information to provide pharmacists with independent assessments to drug quality.

Such knowledge will be essential, should pharmacists in future be required to select the actual medicament dispensed

on grounds of quality and price — as is envisaged in the planned local experiments in Bavaria and Frankfurt on generic prescribing (see C&D Sept 1, 1984).

One of the tasks of the Institute will be to coordinate and collate the work of several existing bodies such as the Central Laboratory of German Pharmacists and the Drug Testing Institute, which already deal with certain aspects of drug testing.



## Students double

In the last 10 years, the number of pharmacy students has almost doubled, so that in the Winter Term 1983/4, some 10,000 were preparing to become pharmacists.

With some 616 pharmacists registered as unemployed in September 1983, a rise is considered inevitable as more come on to the Register than leave it and the economic

position of pharmacies continues to deteriorate.

Over 85 per cent of the 35,000 registered pharmacists work in retail pharmacy, only 1,094 in hospitals and 4,000 in industry, administration, pharmaceutical organisations and academic research. Some 53.3 per cent of those working in retail pharmacy are women, but only 33.5 per cent of the 17,164 pharmacy managers are female. Were it not for the fact that half the employee pharmacists work only part-time, the unemployment situation would be undoubtedly worse.

In 1983 the rate of increase in number of pharmacies (there is now one for every 3,674 inhabitants) was the lowest since 1977 and for the first time, Bremen and Berlin showed a net decrease, indicating that saturation may have been reached in those two areas.

These reports come from a correspondent, with acknowledgements to the German pharmaceutical Press: *Deutsche Apotheker Zeitung* and *Pharmaceutische Zeitung*.



## Testing opening

A Frankfurt old people's home was the venue chosen for a study on the ease of use of common blister and strip packs of tablets and suppositories, and of transdermal therapeutic systems (TTS) such as Searle's Nitrodisc.

One of the experimental findings was that instructions for opening the preparations were almost completely ignored and considerable difficulties were experienced, with some patients totally failing to obtain their medication.

Even opening the external packaging of the TTS proved problematical. Perforations or peel strips were only recognised with difficulty, if at all, and attempts to remove the protective strippable foil were frequently unsuccessful.

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# Society puts scientific evidence against 'list'

**The Pharmaceutical Society's representatives are to concentrate on criticism of the scientific aspects of the limited list proposals when they meet the Minister for Health on January 22.**

At this month's Council meeting, the Science Committee considered a briefing document drafted in the department of pharmaceutical sciences. The document was intended mainly to set out the scientific shortcomings of the limited list but also reviewed related professional pharmaceutical matters.

During a lengthy Committee discussion, the point was made that since most organisations involved with the limited list have already met the Minister there might be little point in repeating arguments already made.

It was felt, however, that none of these organisations would have made a comprehensive scientific appraisal so that the Society's scientific comments, particularly those relating to dosage forms, would be of importance.

Council agreed that a document prepared by the director of the department of pharmaceutical sciences (Dr W.G. Thomas), in consultation with the president, should be sent immediately to the Minister and used as a basis for the forthcoming discussions with him. The Council also agreed to try to bring the date of the meeting forward, but this was not possible.

The Council also accepted a further Science Committee recommendation calling for the inclusion of the Government's advisory committee on the limited list of a pharmacist with scientific knowledge of dosage forms and pharmaceutical formulation. The Council agreed that a direct approach should be made to the chief pharmacist at the Department of Health to ask whether he would like a scientific input from the department of pharmaceutical sciences.

**Unethical charity promotions.** Sales promotion campaigns in which a donation is made to charity in relation to each sale of a medicine are unethical, the Council has decided.

The Ethics Committee considered that such promotions were an inducement to purchase and therefore contrary to the Code of Ethics. On the Committee's recommendation, it was agreed that a suitable letter should be sent to a

pharmaceutical manufacturer involved in such a promotion.

**Ethics of Vantage coupons.** The Society is to take no action after considering the ethical implications of a Vestric Vantage coupon scheme.

The Ethics Committee considered a letter from Vestric explaining that the scheme involved the door to door delivery of coupon booklets in the catchment area for participating Vantage members. The costs of the scheme were met by the manufacturers who participated.

It was noted that there was no reference to medicinal products in the scheme. The Committee felt that such promotional campaigns added nothing to the dignity of the profession but that the Society could not prevent them. The Council accepted a Committee recommendation that no further action be taken.

**Block to free movement.** Mr W.M. Darling reported that the European Council of Ministers had met on December 18, 1984, when it had been envisaged that the two draft directives on mutual recognition of pharmaceutical qualifications and free movement of pharmacists would become directives.

Unfortunately, while the other countries' reservations had been removed, the Greek reservations had not. The Greek minister had said that neither the profession nor the Greek government was against mutual recognition of the diploma, but the Greeks were against the free movement of pharmacists because unemployment among Greek pharmacists was already very high. The view was expressed at the Council of Ministers that in the fourth quarter of 1985 it should be possible to debate the issue again and get acceptance.

As far as European pharmacy was concerned, a letter was being sent to the Greek government, the Greek societies and the Greek delegation to find out exactly what had been said at the meeting of the Council of Ministers, so that further debate in pharmaceutical circles could take place. It was a sad situation, Mr Darling said, because the hope had been that 1985 would see the free movement of pharmacists.

**Pharmacy managed by part-timers.** A community pharmacy normally managed by a non-pharmacist and employing pharmacists on a part-time basis is not to be approved for the purposes of

preregistration experience.

Considering the pharmacy's application for approval the Education Committee noted that the proposed tutor was a retired pharmacist now working in the pharmacy three days a week and prepared to increase to four if the Council insisted. Other elderly part-time pharmacists were also employed. Although the inspector had reported that the physical conditions within the pharmacy were satisfactory, the Committee took the view that the proposed arrangements would not be conducive to satisfactory preregistration experience. On the Committee's recommendation, Council agreed that the premises should not be approved.

**Policy on service teaching in schools of pharmacy.** A definition is to be included to make it clear that the Society's policy does not apply to the involvement of pharmacy and other practitioners within the teaching of the undergraduate course.

The Society's policy, included in the Council's document on the criteria and approval of degrees in pharmacy, is as follows: "Service teaching occurs in some undergraduate pharmacy courses, but will only be acceptable to the Council if the following conditions are met: (i) All scientific parts of the course must be planned and taught in an integrated pharmaceutical context. (ii) The course must be planned, and a substantial proportion taught in an organisational unit which is identifiable within the institution concerned as a school, department or faculty of pharmacy, and which has full responsibility for the course. (iii) The proportion of the course taught in this unit should include at least two of the traditional pharmaceutical subjects, one of which must be pharmaceutics, including pharmacy law and practice: the desirable aim is that all three traditional pharmaceutical subjects be taught in this unit."

"The Council wishes all pharmacy schools, departments or faculties to have, either within the current degree course or as a positive objective, a minimum of service teaching from other departments, and none in the final year. A significant proportion of the final year should be an integrated course based on the three elements of pharmaceutical sciences."

On the Education Committee's recommendation the Council agreed that the following definition should be added: "For the purpose of this statement, service teaching relates to teaching of parts of the course by academic staff of the institution concerned who are not primarily members of the school, department or faculty of pharmacy."

The Committee agreed that if the

wording of the definition presented a problem to any school, further consideration would be given.

**Geriatrics study day.** Mr W.H. Howarth is to present a paper on behalf of the Society at a study day of the British Geriatrics Society on May 12.

**Meeting on original pack dispensing.** Mr J.E. Balmford, Mrs M. Rawlings, Mr D.R. Knowles and an appropriate member of staff are to represent the Society at a meeting with the Association of the British Pharmaceutical Industry to discuss original pack dispensing.

**Flag on Society's HQ.** The Council has approved the headquarter's use of a white flag bearing the green cross symbol and the words "The Pharmaceutical Society of GB".

Mr Balmford notes that a new flag was flying over the Society's house, and asked when the decision had been taken to displace the flag which had flown over the house for a few years. In his view it was a retrograde step. He also asked how much the new flag had cost.

Mr D.F. Lewis, secretary and registrar, replied that, after debate on a number of occasions by various committees, it had been agreed that the green cross symbol should be applied to the Society's building. It was difficult to apply a permanent green cross symbol on to the fabric of the building which would probably require planning permission. Therefore it had been suggested that there might be a house flag carrying the green cross and, bearing in mind the Council's wishes, he had authorised it. The total cost was some £25.

**Mr Maslen's retirement.** A presentation was made by the president, Dr D.H. Maddock, to Mr Reg Maslen to mark his retirement after 32 years' service with the Society.

The president said that Mr Maslen was one of the longest serving members of the

Society's staff, having joined on February 23, 1953. For his first 18 years he had been concerned exclusively with the conduct of the Society's qualifying examinations, the registration of students and giving advice on pharmaceutical education. Over the years, a detailed procedure had been devised for the appointment of examiners, the setting of papers, the secure printing and distribution of papers, their marking, and the award of results. The president said that during the time in which Mr Maslen had been engaged on that work, no mistake had been made. The procedure had been immaculate.

When Miss B.A. Whiteside retired on July 31, 1971, Mr Maslen had taken over the responsibility for branch organisation and the provision of speakers for the branches. He had kept the engagement diaries of successive presidents and officers since then, and every member of Council could pay personal tribute to his work in arranging branch meetings.

**Some appointments.** Mr G.E. Appelbe (head of the Society's law department) has been appointed to fill the vacancy on the Poisons Board created by the death of Mr J.C. Bloomfield. Mr J.P. Kerr has been appointed to fill the vacancy on the Statutory Committee.

## Arty Hoechst

The Hoechst 1985 Art Calendar, which features paintings from the major museums of Yugoslavia, is one of the three winners of this year's *Printing World* calendar review. The review is held every year by the magazine and Thames Television's head of graphic design, Douglas Merritt. This year, they looked at 34 calendars — the other two winners were HMSO and the printers Revell & George. *Printing World*, the industry's leading news weekly, is a sister magazine to C&D.

## Calling practice researchers

Entries for the practice research session at the Pharmaceutical Conference should be submitted no later than June 13.

The session is being held on September 10 at Leeds University.

Papers should be a maximum of 1,200 words. The *Chemist & Druggist* award, consisting of a silver medal and £100, will be made for the best paper. Entries to *Miss C.A. Jeffreys, Pharmaceutical Society of Great Britain, 1 Lambeth High Street, London.*

## Chemists warned

A firm of chemists has been found in breach of its terms of service and warned by the Birmingham Pharmaceutical Service Committee, after a "spot check" found 71 Paramol tablets dispensed when 60 had been prescribed.

A representative of the firm explained to the hearing that the pharmacist on duty at the time had left the company and declined to take part in the investigation.

The Committee were satisfied with her explanation of the firm's dispensing and checking procedures and attributed the case to human error in miscounting despite using a counting device.

In finding the firm in breach, the Committee recommended it be warned to comply more closely with its terms of service.

The Family Practitioner Committee agreed with the recommendation and the Secretary of State later upheld it.

## WHEN KIDDIES SCREAM - THE CRY IS FOR HELP!

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# '..the vicar is a Fawlty Towers addict...'

Among the medicines and toiletries in Abbotts Pharmacy, Stansted Abbotts, is something rather unusual for a village pharmacy — a display stand of video films. "The local vicar is a Fawlty Towers addict," says proprietor pharmacist John Collins. "He complains if I haven't got one in."

Mr Collins has been hiring out videos since last February, when he replied to an advertisement in *C&D* which offered the chance to "run your own video club with borrowed films and make £££s extra profit". He actually made a loss for the first three months.

However, business has picked up considerably since then and Mr Collins now considers his sideline very worthwhile. "There has been a good increase in business in the Winter months," he says, "but I do not know whether this is seasonal." The video scheme is currently giving a profit of around 21 per cent on return a month.

But there are other useful knock-on effects from hiring out videos. Stansted Abbotts is a small Hertfordshire village barely big enough on its own to support one shop. But as one of three villages with a total population of 5,000, it boasts a butcher, baker, and a grocer, and the pharmacy, which Mr Collins has been running for 16 years.

As such, he knew none of the other shops ran video clubs, an important point to consider for anyone planning to try such a scheme. "People have to travel to Ware or Hoddesdon to get an alternative," he says. "On a Saturday evening I can have as few as a dozen of the 50 films I stock left in the shop. However, on Monday or Tuesday, I may have only 10-20 films out."

Mr Collins leases his films from Entertainment Production Services, London N1. He holds a stock of 50 films and exchanges a third of his titles every month. Having no specialised knowledge of the video market, he says a leasing scheme is



ideal. To buy a film outright costs around £30, but through EPS they can be hired out at £1 a film a week plus VAT. Mr Collins loans his films out at £1.25 a night or £1.75 a weekend.

EPS are a public company quoted on the unlisted securities market. The company claims to invest over £150,000 a month in new titles and the stock of films at its Shoeburyness warehouse stands at around 50,000.

Films are exchanged monthly free of charge, although they can be purchased outright if required. Old titles do not have to be returned until the new ones arrive, which means the display stand can always be kept stocked. The stand holds 48 cassettes and is provided by EPS.

Mr Collins chooses his own titles from a catalogue. "They do provide a selection of different contracts — for instance, it would be cheaper for me if I allowed them to select the films for me." The exchange service provided has always been very good, he says, with rapid turn-round. Problems such as faulty tapes are quickly resolved. "EPS even anticipated one problem by sending me a list of video nasties."

Mr Collins does not charge a membership fee to borrowers. Indeed, he is so trusting that he does not even ask for a deposit. However, he does keep customer record cards — EPS provide a stock control and record "kit". And with a relatively small number of regular customers — around 100 to 150 at the moment — he knows most of them.

"I do ask for identification from first-timers," says Mr Collins. "I have never had

**Mr John Collins, of Abbotts Pharmacy with his stand of videos for hire**

any adverse comment at all from customers." A small problem he had anticipated was that they would not return tapes they had borrowed. "In fact, I have only had to 'collect' from one person so far," he says.

Mr Collins confesses to having bought a video himself since stocking films. His customers are almost entirely younger people, and he is surprised by the number of people who have got videos, and also the distribution. They are especially popular on the council estate.

"A benefit from getting younger people into the shop has been an increase in turnover in cosmetics at the bottom end of the market. Normally, youngsters would not come in here. They would do their shopping where they work or study, probably in Ware. They now quite often come in on behalf of their parents."

The biggest local demand, Mr Collins finds, is for children's films and comedy. There is also substantial demand for straightforward feature films. He occasionally selects a "golden oldie". Sometimes they go and sometimes they don't.

His initial choice was compiled with the help of an EPS rep, who visited him once his interest in the scheme was confirmed. The rep still calls about once every six weeks to check on progress. And, like any business, there are unlooked-for peaks in demand. Mr Collins found that during the two weeks of the Olympics last year his rentals showed a marked increase. BBC be warned!

SPECIAL FEATURE

# SUNGLASSES & SUNPREPS

What's in a lens? C&D examines the optical properties of different sunglass lenses. Following C&D's October feature there is a second look at the sunglasses market, including reactions to the 1985 sell-in. The special feature concludes with a review of the sun preparations market.

# Riding along on the crest of a wave

**Following a year which sunglass manufacturers were united in declaring as one of the best ever, optimism is rife and predictions for 1985 are that it will be equally good if not better.**

Crofton Optical, who last October took over distribution of Polaroid sunglasses are certainly bounding with confidence. They are spending £1m on advertising Polaroid on television. The 30-second commercial will be screened nationally in May continuing through to July, and will be aimed at the 16-24 year old age group. "These are the people who will not remember the Polaroid television advertisements put out six years ago — the last time the brand was on TV," says sales and marketing director Sidney Doré.

The promise of a £1m television campaign has given a "great boost" to the sell-in, says the company. The servicing of outlets is being conducted by the seven-strong Crofton salesforce in addition to 19 Polaroid representatives. Crofton are keen to point out that all quality control is still carried out by Polaroid.

Aside from increasing distribution in all sectors of the market, Crofton have seen their task as being one of modernising the Polaroid range, which says Mr Doré "had become a little staid and over comprehensive".

"With 28 years experience in the optical trade behind them Crofton felt they could create a Polaroid renaissance," says Mr Doré. The 1985 collection has about 90 styles with a large selection of colours and lenses. All the models are new and prices have remained static.

The chemist range contains 16 models (£5.99-£8.99) in bright colours with acrylic and polarising lenses. A department store range (£5.99-£12.99) of 25 styles including CR39 and photochromic lenses, is also available to the chemist sector. All models carry a one-year guarantee. Parcels for the Polaroid range come in three-dozen (£284.64 srp), four-dozen (£386.52) with counter stands, and six-dozen (£590.28) with floor stand. Crofton believe the majority of chemists are not interested in stocking sunglasses with a retail value of more than £8-£9.

Polarising lenses constitute some 52 per cent of the Polaroid range. Asked whether Crofton are worried that many manufacturers have increased the number of

polarising models in their ranges in order to fill what Rod Lane procurement agent of Addis calls "a gap in the market", Mr Doré replied: "I think it is very flattering that others see the market going in the same direction as us. Imitation after all is the greatest form of flattery".

Crofton estimate Polaroid's brand share as 20 per cent. Paradoxically, in a year when distribution was transferred, Polaroid recorded their best sales since the Summer of 1976.

The Crofton group's own sunglass collection — Le Spec will also feature in a television advertising campaign, which will cover 80 per cent of the UK and cost £600,000. All Le Spec models (£9.99) carry a five-year guarantee. Other ranges include Le Metal (£3.20-£8.99), Le Classique (£4.99-£8.99) and two new ranges — Le Chic (£7.99) and Le Sportif (£10.99). Le Chic range, comprising six models with impact

**Foster Grant say they increased chemist distribution by over 30 per cent in 1984**



resistant and hard coated acrylic lenses, is designed as a young people's range. And Le Sportif is, as its name suggests, a sports collection for those living "life in the fast lane" and contains four visor-shaped models.

A brand that has been advertised on television for the last eight Summers are Reactolite Rapide photochromic lenses. Manufacturers **Chance Pilkington** are making 1985 no exception and plan to support the national television campaign with radio commercials in London and the southern regions, as part of a promotional package worth £400,000. This follows "very successful" thermal radio package (weather dependent) last Summer. The television advertising will again feature Count Dracula, conquering his aversion to bright sunlight by wearing Reactolite Rapide.

Chance Pilkington's UK sales manager, Chris Mullin says: "Our 1984 advertising campaign, helped by fine weather, resulted in excellent sales, and stocks again reached low levels at both wholesale and retail. Sales so far indicate, however, that the lessons of the last two Summers have been learnt and should ensure that outlets are well-stocked for 1985".

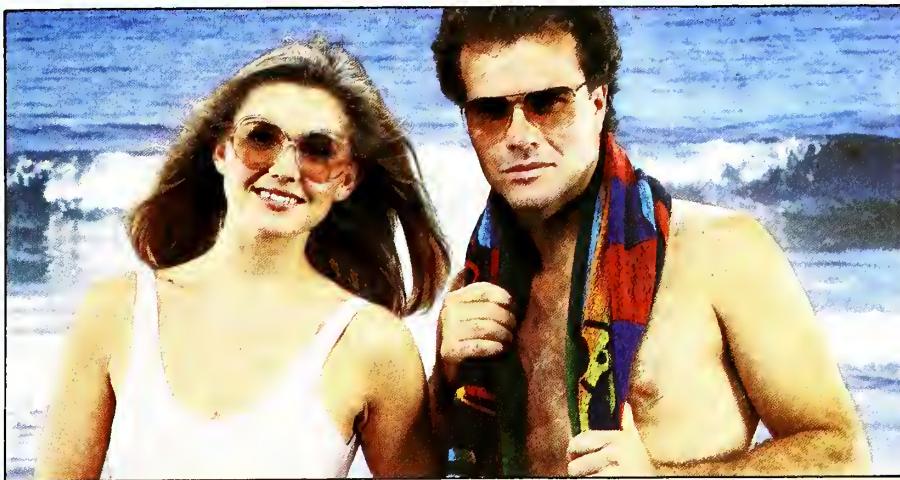
While companies continue the debate on the future and potential of the photochromic lens, Chance Pilkington have replied to the charge that such lenses are old-fashioned with the introduction of Reactolite Rapide lustres. These lenses have a semi-reflective lustrous look in a range of pastel colours. The lenses will be exclusive to Boots for the 1985 season but can then be expected to go on wider distribution next season.

John Bowlt of **Shades International** has decided firmly against advertising on television. "If you look at the brands which have spent heavily in the past on TV campaigns they are the ones who have gone down because the consumer ends up paying for the cost of the advertising in the product", he said.

John Bowlt sums up the prevailing mood: "The good Summers of '83 and '84 have helped clear out old stock, with the result being that chemists have more confidence to look at new brands and nurture new ideas. The chemist has become more interested in promoting rather than simply stocking and selling.

"Department stores are stocking higher priced goods in order to pay for overheads leaving the chemist in an excellent position to stock more reasonably priced products and claw back some of the business he has lost in recent years".

Like all manufacturers **C&D** has spoken to, John Bowlt reports that the sell-in for 1985 is progressing well. 1984 saw Shades International taking the route Mr Bowlt had envisaged when he founded the company in 1982 — they have employed a company to



Croftons are aiming to project Polaroid into the 1990s with 'an even greater market share.' Mr Doré is looking to create a 'Polaroid renaissance'

handle distribution — that company being the newly formed Network Management (see Sun Preps — Hawaiian Tropic p.146).

"In previous years the strength of rival companies was that they could call on outlets throughout the year, providing a continuity of service, merchandising the products and monitoring the sell-in and sell-through. Now, with Network behind us we will be able to offer that kind of service", explained Mr Bowlt. He hopes to treble chemist distribution in 1985.

Early reports show that the chemist-pack with price points from £4.99 to £7.99 and consisting of 64 models has sold particularly well. Of the 160 models in the Shades collection, 60 per cent are new and 113 have plastic frames. The top end of the range (£14.50-£15.50) features plastic and metal frames with Reactolite Rapide lenses in brown and grey. New shapes have been introduced into the clip-on range which retail at £3.99 each, and flip-ups — £4.99.

Promotional activity includes national Press and local radio competitions as well as below-the-line promotions. Full POS material is available.

A strong fashion element runs through the **Samco** by Mazzucchelli collection with graphic designs which, says the company, reflects the architecture of Italian cities. Samco have doubled their range since last Summer with the launch of ten named collections for 1985, at prices ranging from £5.95 to £17.50. New styles include 50s inspired frames, foldaways, Spalding leisure glasses, protective ski glasses and men's glasses in grey, bronze, gun metal and matt finishes, offering an alternative to the traditional gold and chrome.

There are 134 models in the range of which the majority have CR39 gradient lenses. POS includes stands and wallets. Addis have organised a competition giving Samco stockists the chance to win one of six holidays for two in Italy.

"We believe we have the strongest fashion brand in the market, and initial reaction from the retail trade suggests that we are right", says Rod Lane.

Samco like many other manufacturers this year are dipping their toes in the department store sector. This is also true of **Foster Grant** who for 1985 have introduced six couture models (£19.50) with Space Tech lenses.

The Foster Grant range has been segmented to suit individual consumer needs: the standard collection (£4.95-£15.50) consists of a wide range of styles with many classic favourites and younger brighter styles, while the SuspeX collection (£6.95-£9.95) is designed with the young fashion conscious consumer in mind.

"We believe it is important to maintain a wide range of classic styles to suit the needs of the mass market, but at the same time cater for the demands of the fashion conscious", says product manager, Margaret Hiles.

The company believes that the 1950s influenced heavy-framed styles will continue to be popular this year. "In general, the UK consumer is still quite conservative when choosing frames," says Margaret Hiles. The SuspeX range comprising 16 styles includes straight-topped frames, wrap-arounds, bright preppy-styles with cords and heavier frames with mirror lenses. Colours vary from bright primaries to pastels with a continuing

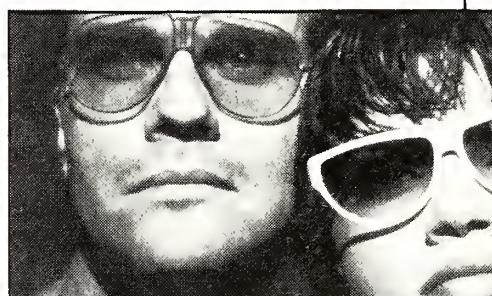
preference for metals in bronze, gold and matt black for men.

**Bartex**, like all other manufacturers are cashing in on the fact that fashion is playing an increasingly important part in boosting sales and have introduced a range with a strong fashion statement.

New for 1985 are sporty ski-like glasses and the 450 range comprising rimless and coloured metal frames — some with mirrored lenses plus La Mode range. The standard ranges will also be available such as Photosun with Corning lenses and Reactolite Rapide. The Ferrari range of foldaway sunglasses proved "extremely successful", say Bartex and they anticipate that it will remain a best-selling line. Prices range from £12.95 for photochromic sunglasses to £0.26 for some models in the children's range.

"The sunglass market has boomed", says Yolaine Delhumeau of **Corning**. "This turnaround is partly due to two wonderful Summers, but an awareness of sunglasses as a strong fashion accessory must take some of the credit".

Seventy-five per cent of the 1985



Summer '85 marks the return of colour to the fashion scene, say **Corning**: 'So watch out for some dramatic combinations.'

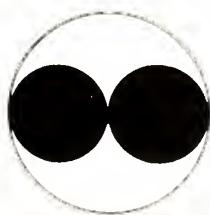
Corning collection, comprising 120 models, is new. Retail prices of the chemist range distributed by Addis, are £9.95-£25.99. The number of plastic frames in the range has increased to 40 per cent because, say Corning, "more people, and in particular men, are starting to buy plastic glasses".

The XP2 lens models (£25.99) combining both photochromic and polarising properties come in packs of eight. The other lenses come in assorted packs of six and

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# SUNGLASSES



three-dozen units.

There are frames to meet all fashion requirements, say Corning, from fun styles to sophisticated cat-eyes, straight brow-lined models and aviators for casual wear. Colour continues to be a major force with earthy sun-baked shades, such as brick, ochre, burgundy and indigo; dramatic colour combinations — grey/shocking pink and black/electric blue; pearl and pastels, and still lots of white.

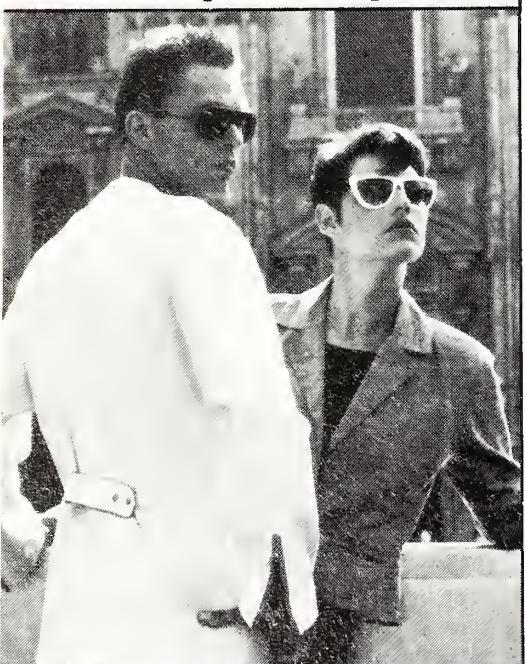
Corning, who put consumer awareness of the brand at 27 per cent, say they will be concentrating advertising effort in the women's Press starting in April. After two years of television advertising, Corning feel that television as a medium has done its job.

A promotional pack and a new logo are the key elements of the 1985 Sunbrella range from Jackel. "The logo is brighter and more distinctive and is designed to create greater impact with the consumer at point of sale", says the company.

Jackel are offering retailers tailored deals for increased margins on the entire Sunbrella range. Two consumer competitions have first prizes totalling £10,000 featuring a holiday for two in Martinique and two tickets for the Monaco Grand Prix.

The range features two-tone frames and solid colours through to diamond and crystal. Metal models come in black, gold and silver frames and lens types include impact resistant, polarising, CR39 gradient and Reactolite Rapide. For men, there is a

**Designed and made in Italy, the Samco by Mazzucchelli range for 1985 includes a selection of high fashion styles**



**Jackel have given the Sunbrella range a facelift with new fashion styles and logo**

selection of new fashion styles with a range of driver's glasses and various sports styles.

"The emphasis in 1985 for Sunbrella is profit. Many of our competitors are offering retailers what appears to be keener profit packages than Jackel in sale or return or extended credit. But someone has to finance these deals. Ultimately, it is the consumer in paying higher prices and the retailer with products left on the shelf", says Aileen Wilson product manager of Jackel.

Reporting an encouraging sell-in are Oliver Goldsmith, who are offering a wide selection of ranges including Christian Dior, Lacoste and Carrera. Retail prices range from £3.99 to £170 for the models in the Porsche collection.

New for 1985 are two West German collections — Echtenia and Filtral which range in price from £0.40 for children's to £24.95 for Reactolite Rapide. They come in a variety of colours from bright red to tortoiseshell and black. Lens types include CR39 polarised and heat-treated glass.

Also new are the French Bolle Irex 100 sunglasses (£24.50-£29.95), combining unbreakable nylon frames and virtually shatterproof lenses", says the company.

"Prospects for 1985 are good and we anticipate another record year", say Titcomb. Over half of the collection (some 200 models) is new with introductions in all lens categories. A wider choice of plastic styles with Reactolite Rapide, CR39 gradient, polarised, mirror, and acrylic lenses are available.

There are over 50 metal and plastic models with Reactolite Rapide lenses incorporating new frame designs and colours. A new feature is the Sundance photochromic lens by Chance Pilkington — a less expensive alternative to Reactolite Rapide (trade price £3.75, including case).

Titcomb provide free display material with the retailer's own choice of sunglasses rather than supplying pre-packed fixed assortments.

Noting an increase in demand for mirror lenses, Titcomb have extended the range to include a wider choice of styles for adults, teenagers and children. Also capitalising on this revival are Lesser Brothers. "Generally, the emphasis is moving towards medium and smaller eye-shapes but with no single shape predominating", says the company.

Styles in the Solarite collection include the 50s retro look, shallow-eyed upswept designs and imitation Wayfarer. Gradient lenses will again be strongly featured while the Pol-rama polarising range (£5.95-£9.95) has grown to 11 models due to increased interest in full-tint lenses. Fashion appeal will be found in mock skin finishes of lizard and snake, dayglo fluorescents and chevron motifs.

Clip-ons continue to do well with the number of models increased to 21. The custom-clip concept is re-introduced so that models can be cut to meet precise requirements.

At the top end of the market, Gay Designs report that after a successful first



**For 1985 the Solarite collection features a wide range of lenses with the emphasis on medium and smaller eyeshapes**

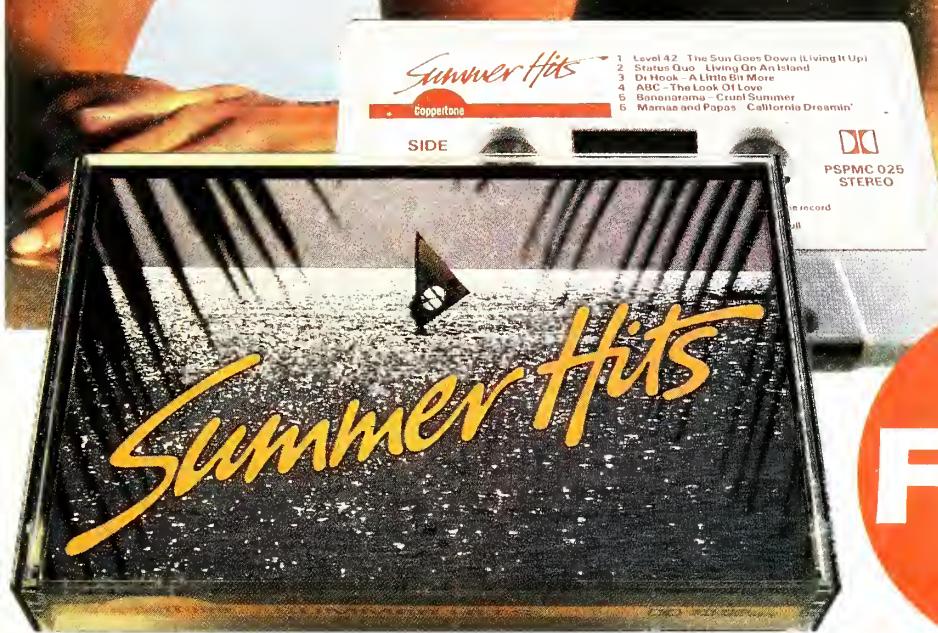
season with Boots, Primetta, Yves Saint Laurent and Ted Lapidus will feature in an increased number of branches for 1985. But the company are also seeking to increase distribution in the chemist and department store sector as well.

For '85, Primetta are introducing the Sunsport collection (£6.95-£8.75). Designed for the leisure market, the glasses have cylon frames and lightweight lenses in polycarbonate, CR39 or acrylic.

"The increasing scope given to designers by poliamide type materials such as cylon and torgamide will continue to account for increases in the sunglass market,



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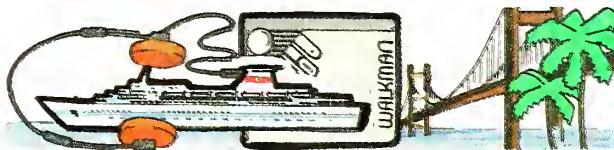
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# Coppertone

Sharing the success of Scholl



**The Shades range offers style and fashion and gives the consumer value for money, says proprietor John Bowlit**

especially when used in sports ranges", says the company. Colour will continue to be important with black and white, and pastels gaining prominence.

**Bausch & Lomb** have extended the Expressions range (£13.50-£27.00) launched in 1984 to 19 styles. All models come with a choice of three or four gradient CR39 lens colours; six styles having an additional choice of three or four fast-reacting photochromic lenses. More expensive collections are also available.

New from **Inter-Company Contacts** are Quick Shades which slip behind normal spectacles converting them into instant sunglasses without the need for clips or screws. A wrap around effect eliminates side glare. They are available in regular (£1.82) and large (£2.33).

To help consolidate and extend distribution in 1985, the **Marby Lloyd** collection has some 400 styles "reflecting an improved fashion aspect". Prices range from £1.99 for impact resistant glass to £15.99 for Reactolite Rapide.

**Linda Farrow** have 120 models in their collection (one model is available in 24 colours). Many of these are unisex.

The mainstay of the chemist-only range from **Solar** is the Vidal Sassoon collection comprising 12 models (£8.95-£12.95). Also of interest to chemists could be the Pierre Cardin range (£17.50-£19.50).

A new departure for **Autoglaze** is the introduction of several nickel framed models in red, blue, sand and white. "These extremely tough finishes on quality nickel silver frames should prove extremely popular as additions to the more traditional gold, silver, black, bronze etc", says sales manager Dennis Reay.

# What's in a lens – an insider's view

**Buyers of sunglasses are faced with an even wider choice this season, with the introduction of new lens materials. This article looks at the range of materials now available.**

## Acrylic

This is the basic plastic material, light yet strong, available in solid tint or graduated forms.

## Polycarbonate

This material has been used over a number of years by the Ministry of Defence and is currently employed in the manufacture of police riot shields. It is strong and capable of withstanding heavy blows, yet is extremely light. It offers good protection from ultraviolet light and is available in solid tint and gradient form.

Sunglasses made from this material are suitable for driving because they offer good colour definition. The material is good optically and has no power, as well as being strong enough to withstand impact.

## Polarising

Polaroid sunglasses lenses are the result of over 50 years of research. The lenses are built up from seven layers, each with its own specific

**Foster Grant have segmented their range for 1985 to suit individual consumer needs**



function. This layering increases strength and shatter resistance while maintaining lightness.

The central layers contain the polarising filter and tint, absorbing up to 99 per cent of the glare reflected from horizontal surfaces.

The polarising layer consists of stretched polyvinyl alcohol dipped in a bath of dye and iodine. This is bonded to two support layers of cellulose acetate butyrate coated with an ultraviolet absorbent that absorbs up to 96 per cent of potentially harmful ultraviolet rays.

The final outside layers are scratch resistant coatings which make the surface nearly as hard as glass.

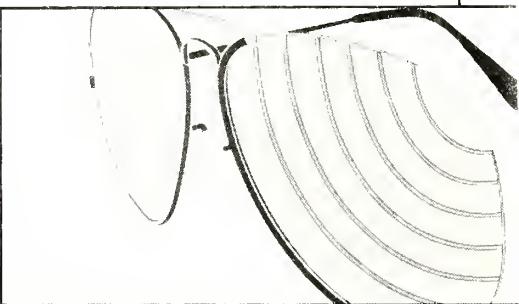
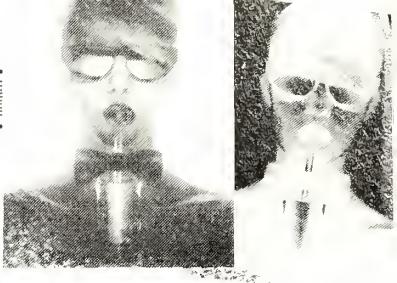
The same tough material is used without the polarising layer to make UV-96 lenses for the high fashion sector of the sunglass market where brighter colours and lighter tint graduated lenses are required.

Since 1977 Polaroid Corporation have sold sunglass sheet material to other manufacturers. There are 20 different lens types and colours, ranging in absorption from 44 per cent to 84 per cent and in colours from neutral grey to vivid fashiongraduals. The polarising plastic laminates are available commercially in rolls, reels, panels and formed lens blanks.

Among the tests carried out in Polaroid's quality control laboratory are environmental checks using a "weatherometer", a large cabinet which has a high-powered ultraviolet light source and the ability to simulate weather conditions from any part of the world. Lenses must survive extremes of temperature from +165°F to -65°F, humidity equal to a full tropical rainstorm and ultraviolet radiation, for periods of up to 10 days.

The International Standards Organisation (ISO) has expressed interest in adopting Polaroid's scratch resistance test as a worldwide test method. The test uses the type B abrader apparatus which delivers a constant supply of abrasive powder on a moving cloth tape on to the specimen lens. Pressure on the lens can be varied and the device offers no opportunity for preferential treatment of different samples. In independent abrasion tests carried out in the United States using the type B abrader, Polaroid S13 coated plastic polarising lenses were judged to be more scratch resistant than all the other competitive plastic polarising lenses on the market.

The standard test for impact resistance of lenses is to drop a 5/8in diameter steel ball



weighing 0.56 ounces from a height of 50in on to the lens. Polaroid test samples of lenses in this way in compliance with FDA regulations and, to date, have not had one failure in over 350,000 lenses examined.

Interest is being shown by specialists in ophthalmology and dermatology who are using oral psoralen photochemotherapy in psoriasis. Patients who have received this therapy are at risk in sunlight unless the crystalline lens in the eye is completely protected from ultraviolet light. Polaroid lenses — both polarising and non-polarising — cut off UV energy at around 380 nanometers, making their sunglasses suitable for patients who have been given this treatment.

### CR39

This light but strong resin material was developed in the Apollo moonshot programme. The domes covering the astronauts' heads were made from CR39 to cut out harmful light rays. The material, even in its clearest form, is capable of cutting out all ultraviolet light.

Because it is so lightweight it is suitable for use in large, high fashion frames and can be dyed any colour. Its optical qualities are good and, while being widely used in optical lenses, it is free from power and therefore ideal for sunglass lenses.

### Photochromics

Until this season, photochromic lenses were made only of glass. Metallic halides embedded in the glass darken when exposed to ultraviolet light and lighten again as the intensity of the sunlight fades.

When exposed to light of the appropriate wavelength, the metallic and halogen elements separate and regroup within the molecular structure of the glass, resulting in a much larger particle size of opaque material. This increases the absorption of transmitted light, acting as a sun filter.

When removed from the light, the metallic particles and the halogen element recombine and the full transmittance of the glass is restored.

The most commonly used materials are silver, in combination with copper, and either chlorine or bromide halogens.

Pilkington claim that it is the use of an alumino phosphate base glass, researched and patented by them, that makes Reactolite

Rapide the fastest-reacting photochromic lens, darkening to give true sunglass protection in only 30 seconds.

Photochromic lenses were invented by Corning (Sunsensor brand) about 12 years ago. The glass is toughened to withstand severe impact and is resistant to alkaline agents such as sea water and perspiration.

### CR39 photochromic

This year Foster Grant are hoping to introduce a photochromic lens that is made from plastic instead of glass. It changes from brown to grey when exposed to the sun.

### Gradient photochromic

Until recently, fashion-tinted sunglasses tended to be made of CR39 and acrylic material. An innovation from Corning is the Sunsensor photochromic gradient lens on clear glass.

The lens displays a light gradient effect indoors or in low light and changes to a dark gradient in response to increasing sunlight. The lower third of the lens has been designed to maintain the same colour density in all light conditions.

### Photochromic polarising

Another innovation from Corning is a lens that has both polarising and photochromic properties. Sunsensor XP2 lenses reduce horizontal glare at the same time as they darken in sunlight and lighten in shade. The lenses consist of a glass photochromic layer backed by a polarising layer of plastic material. They are scratch resistant and resist the penetration of a  $\frac{5}{8}$ in steel ball dropped from as high as 50ft, over ten times the height laid down in American and European tests.

### Other specialities

Driving lenses Corning's photochromic copper-coloured lens selectively filters out blue light so that objects and surroundings appear in sharp contrast. This is especially helpful in fog and hazy weather where the presence of scattered blue light tends to blur objects and their background together. The lens colour changes from copper in low light to a rich brown colour in bright sunlight.

A similar effect is achieved with Corning's *amber sports lenses* which turn dark brown in sunlight. The Foster Grant *all weather lens* is a double gradient lens with

**Polaroid lenses comprise seven layers, each with its own function**

mirror coating to reduce glare.

This ability to enhance the wearer's perception of surface contours is particularly useful to skiers.

Space Tech is a new scratch resistant lens manufactured by Foster Grant under licence from NASA in the USA. A special exclusion coating makes the lens five times more scratch resistant than normal CR39.

### Choosing lenses

Faced with this wide choice of materials, how should the pharmacist advise the customer?

"Each material offers its own benefits so the choice depends on how the customer wants to use the product," says Shades International managing director John Bowlt.

"Photochromics are good if the customer wants to wear sunglasses most of the time. The disadvantages of most photochromics are that they are made from glass which tends to be heavier and they do not cut out glare as much as polarising lenses. Some customers may still not be happy with the speed with which the lenses change colour.

"Polarising lenses are ideal for conditions where reflection is a problem, such as when driving on wet roads. Stress patterns used to be a nuisance with the older car windscreens but this effect is not seen with the newer laminated windscreens. Polarising lenses tend to scratch more easily, for example, if they are left lying about unprotected.

"Polycarbonates have the advantage over the cheaper acrylics in that they are more hard wearing. CR39 is very effective at cutting out ultraviolet light and is suitable for fashion wear because of its lightness and the fact that it can be tinted easily."

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# Heatwave full-ahead?

The sun preparations market began to recover in 1982 leading to what Mintel describe as a "boom" in 1984. The value of the market, including sun tanning and after-sun products is estimated at around £43.8m at rsp, compared to £38.2m in 1983 (all figures SDC).

Sun tan products accounted for 83 per cent of the market (£36.2m), showing an increase of 14.4 per cent on 1983; after sun products represent 12 per cent of the market and artificial tanning products 5 per cent. All three sectors have shown growth but none have poached each other's territory.

A notable trend in the marketing of sun preparations is the changing emphasis from tanning only to that of skin care, both during and after exposure to the sun. "Consumers' attitudes have become less extreme. They realise that it isn't necessary to fry in order to get a good tan. Safe tanning now motivates most people in choosing a sun tan product", says Anthony Bush of Nivea.

Manufacturers have responded to this development by increasing the higher protection factor products in their ranges and concentrating on creams. Sales of creams and lotions in 1984 showed a marked increase when compared to oils.

Increasing competition has failed to topple brand leader Ambre Solaire but has resulted in some decline in its dominance. Among the other major contenders, both Boots and Avon increased their share of the market. Boots are particularly strong in after sun tanning products — in 1984 they increased their share by 44 per cent. Other

contenders for Ambre Solaire's position are Nivea and Bergasol, and further down the league Hawaiian Tropic, Coppertone and relative newcomer — Coty.

Ambre Solaire predict that advertising expenditure in 1985 will see an overall decline following "too much excess in 1983". Some of the manufacturers who have advertised on television in the past, have this year decided against using the medium, echoing the view of Sally Ayling of Chefaro: "If you spend on television advertising it limits your coverage of the rest of the season".

Boots is by far the largest distributor of sun preparations, with an estimated 45 per cent of sales. Second are independent chemists (21 per cent) and third — direct sales, namely Avon (11 per cent). Chain stores such as Marks & Spencer have recorded a "healthy growth" in sales, say SDC.

The number of products bought in this country for use abroad has marginally declined from 42 per cent in 1983 to 41 per cent in 1984. It is interesting to note that products bought for UK holidays has increased from 19 per cent in 1983 to 24 per cent, perhaps because of the improved Summer.

Sun products have traditionally been very much a female purchase but last year saw an increase in male purchase (25 per cent of all sales). This factor has played a part in the decrease of sales for family purchase, from 51 per cent in 1983 to 45 per cent in 1984.

## Sing along with Scholl

1984 saw the entry of Scholl into the sun preps market following the transfer of Coppertone products from Plough, when parent company Schering-Plough restructured in September. Now they want to sell more through chemist shops.

With twice as many salesmen and an eight-weekly calling cycle, Scholl are aiming to increase chemist distribution by "at least" 20 per cent. "We want to build a wider distribution base in the independent trade and create a better service operation," says group product manager Hugh Ross.

The company estimate Coppertone's volume and value brand share as 9.5 per cent." 1984 was a good season, though not as good as '83 largely due to the weather, but by sun preparation standards we certainly can't complain," says Hugh Ross.

Advertising will be increased by 50 per cent and will cost £1.2m. It includes thermal (weather related) packages on Channel 4, TV-AM and local radio in June and July. The brand will also get high visibility from the Coppertone hot-air balloon which will travel to major events.

The Coppertone range now has colour-coded packaging. The products with blue caps have SPF 2; orange caps are used on the SPF 4 products; and SPF 6 or higher have green caps.

Two new products for 1985 are a water resistant lotion SPF 6 (125ml, £3.75), which will form a mini-range with the existing water resistant lotion SPF 8; and an after-sun lotion containing aloe (250ml, £3.25). Sun-tan cream SPF 4 (£3.75) and sunscreen cream SPF 6 (£3.95) are now also available in a 150ml tube.

The QT and Sudden Tan brands have been repackaged for more cosmetic appeal. Self-tanning products make up about 10 to 15 per cent of the total tanning market and are growing in popularity, say Coppertone.

QT and Sudden Tan claim to be market leaders, ahead of Ambre Solaire's Duo Tan.

The main promotional effort will be an on-pack offer of a free cassette with two proofs of purchase. Called Summer Hits, it features Elton John and the Beach Boys among 12 original artists. The promotion will be publicised in advertising and POS. Another pack promotion, needing one proof of purchase, involves a competition with a Californian holiday for two as first prize. And a display competition offers retailers a Canary Islands cruise for two as first prize.

A selection of POS material, including a window display pack and shelf organisers are available, and the company says they will design and recommend starting parcels for new retailers if required. *Scholl (UK) Ltd, 182 St John Street, London EC1P 1DH.*

## Coty spread the news

The success of the Sunshimmer range, launched last year, mean that Coty are introducing three more products in 1985, supported by a £1.2m spend.

The additions to the range are: tan fast oil SPF 2 (150ml, £1.95); water resistant lotion SPF 4 (150ml, £2.25) and sun face cream SPF 10 (100ml, £2.25).

Coty estimate their unit brand share for sun preparations to be 6 per cent. Considering the products have been on the market for only eight months we are very pleased indeed", says product manager Nigel Hayes.

Coty say they were the fourth largest advertiser last year, spending £300,000. For '85 they've increased their budget to £1.2m, concentrating on a national television and women's Press campaign starting in May.

Face and body make-up (£2.65) will be on promotion in the Spring at £1.65. *Rigease Ltd, PO Box 27, Brentford, Middlesex.*

## Still leading the way

Ambre Solaire recorded a 3 per cent growth in 1983 sales with 15m units sold and a brand share of 28 per cent (taking into account Boots and Avon).

However, brand leaders Ambre Solaire say manufacturers should be cautious in 1985 to avoid flooding the market with unwanted sun preparations following reports that a fair number were left on shelf last season. "Ambre Solaire weren't the only ones to be left with products on shelf following a season that started well but tailed-off quickly," says senior product manager Keith

*Chemist & Druggist 19 January 1985*

Mattocks.

In 1985 the Ambre Solaire range will consist of 22 products featuring new pearlised packaging in all but the water resistant sector.

Capitalising on the recent growth in sales of milk formulations (around 40 per cent of sales) Ambre Solaire have introduced milk (SPF 3) in a new 200ml size bottle. Water resistant cream (SPF 8) is now available in a 150ml size and after sun in a new 300ml size. A UVA filter, currently to be found in cream factor 6, is to be introduced to all creams and milks in the range.

In 1985 Ambre Solaire, the biggest advertiser by far in the market, spent over £1m on advertising. Plans for 1985 have not yet been fully finalised but the company say they are keen to project a strong technological image to be carried through to their POS material, which will include floor stands and shelf units. It is also likely that the company will be repeating their 1984 joint promotion with Kodak.

Ambre Solaire say it is improbable that they will go on television, as in 1983, but instead will concentrate on advertising in the women's Press. *Golden Ltd, 30 Kensington Church Street, London.*

## Pond's enter the market

A newcomer to the market is Chesebrough-Pond's, who this year are launching, with the aid of a £2m support campaign, a range of sun preparations with cocoa butter.

The range consists of: factor 2 lotion for tanned skins (200ml, £3.99), factor 4 lotion for normal skin (200ml, £3.99), after sun milk (300ml, £3.99), factor 6 lotion for fair skin (200ml, £4.49), factor 8 lotion for sun sensitive skin (200ml, £4.49) and high protection lotion for children (200ml, £4.49).



Coty's range for 1985 including three new products, is to be supported by a TV campaign.

The products are packaged to mirror the style of the existing cream and cocoa butter skin lotion, although colours are coded to the contents: the sun products featuring tan/brown and after-sun grey/blue.

The complete cocoa butter range will be backed by £2m marketing support programme including £1.3m in national television advertising (April onwards), £400,000 on posters and women's Press, plus a sampling, couponing and cross-promotion programme at POS and via women's and holiday magazines. *Chesebrough-Pond's Ltd, PO Box 242, Consort House, Victoria Street, Windsor, Berks SL4 1EX.*

## Vichy filter into chemists

Vichy have re-launched their sun preparations range with nine new products which, says the company, feature "an advanced patented filter, a tanning precursor and more effective skin care."

Available only through pharmacies, the range comprises total sunscreen SPF 15 (50ml, £3.95); first sun milk for body SPF 6 (150ml, £3.70); first sun cream for face (50ml, £3.70); super sun milk SPF 3 for body (150ml, £3.70); super sun cream SPF 3 for face (50ml, £3.70); tropical sun oil SPF 2 (150ml, £3.70); after sun emulsion (150ml, £3.70); sun facial cream SPF 4 (50ml, £3.95);

and rapid sun milk SPF 3 (150ml, £3.95).

"Simple sun protection is no longer sufficient", says company pharmacist Diane Miles of Vichy. "Women now look for products which protect and give a lasting tan, promote rapid tanning and take good care of the skin". It is for this reason that Vichy have incorporated a new filter into their first sun cream, super sun cream and rapid sun milk. Rapid sun milk also contains 3 per cent tyrosine as a tan activator.

All the products in the range contain vitamin F which, say Vichy, "helps to regulate water loss, leaving the skin soft and supple". This is particularly important in sun facial cream SPF 4 (50ml, £3.95), which is said to guard against wrinkle formation.

The range has been re-packaged in brown bottles and tubes, except total sunscreen and aftersun emulsion which have a white livery. *Vichy (UK) Ltd, Ashville Trading Estate, Nuffield Way, Abingdon, Oxon OX14 1TJ.*

## Arden in the bag

While not making any additions to their range in 1985, Elizabeth Arden are running a promotion on moisture refresher, moisturising sun lotion and lip protector.

A bag of these products will be on counter from April 22 while stocks last and will retail at £9.95, offering a saving against normal prices of 37 per cent. *Elizabeth Arden Ltd, 13 Hanover Square, London.*

## Encouraging

New to the 1985 Almay range is Tan Encourager SPF4 (150ml, £3.55), completing the Almay sun factor spectrum.

The range for 1985 will feature new packaging. *Almay, 225 Bath Road, Slough, Berks SL1 4AU.*

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Edwards Lane Speke Liverpool L24 9GH



## Tropical change bodes well

The biggest change for Hawaiian Tropic in 1984 was Network Management's take-over of the product's distribution from Chesebrough-Pond's.

It was in October that Ken Campbell, managing director of Hawaiian Tropic in Europe and the UK, set up Network to specialise in the distribution and marketing of third party toiletry and cosmetic products in the UK. Based in Richmond, the company has a salesforce of 15, and is said to have access through 5,000 retail doors including Boots, chemists and drug stores. Hawaiian Tropic are looking to increase chemist distribution.

A major scoop for the high altitude Ski-Pro range is its presence in C&A's ski departments for the 1984-85 skiing season. Other outlets in which they hope to be extending distribution are sports shops.

"Business increased terrifically this year, largely because of the weather but also the recent introduction of higher protection factors and water resistant products", says marketing manager Barrie Bell.

The product range of 12 for Summer '85 remains unchanged with the exception of after-sun moisturiser which has been reformulated with higher concentrations of coconut butter and avocado oil. It has been repackaged in a blue bottle, the same shape as the regular lotion bottles.

The company's biggest promotion will once again be the Miss Hawaiian Tropic international beauty contest. This will be supported by a local radio and women's Press campaign.

£0.5m will be spent on advertising this year — "the largest single spend in the brand's history". The company are looking at the possibility of going on television.

A window display competition will be launched in March and new POS units "designed with the chemist in mind" are available. *Network Management, 3 Union Court, 9 Sheen Road, Richmond, Surrey.*



Piz Buin have created a Classic Braun "mini-range".

## Piz Buin classics

A promising year is forecast by Piz Buin after they report their brand share in 1984 increased by 91 per cent against a total volume increase of 28 per cent.

Their optimism is reflected in the introduction of two more products to the recently launched Classic Brown range. "Classic Brown has widened the potential market for Piz Buin products to embrace not only the consumer requiring protection, but also the user who regards acquiring a tan as of paramount importance," say Colson & Kay.

The new products are Classic Brown oil (200ml, £5.25) and cream (100ml, £3.95) which complement the existing 200ml lotion. Both contain carotene which is said to encourage a faster, deeper tan and, in line with other Piz Buin products, both are water resistant.

Colson & Kay are supporting the brand with a £200,000 media campaign which includes full colour advertising in the women's Press spotlighting the Classic Brown range and the Piz Buin holiday pack (£6.95). Advertisements featuring the theme "Piz Buin the colour you want to be" will appear from May to August.

Point-of-sale is based on a modular system with packing trays which fit into a basic tray. A shelf unit is also available plus a floor stand with wheels. A separate merchandiser is provided for the Classic Brown products. A Piz Buin tan planner gives advice about the correct product for different skin types.

The company say that trade promotion incentives will be similar to last year's. *Colson & Kay Ltd, Shentonfield Road, Manchester M22 4RW.*

## Soothing news

Fine weather last Summer helped boost sales of Caladryl cream and lotion, which holds a 20 per cent share of the £4m ethical

sunburn, stings and bites preparations market, say Warner-Lambert.

As a strong prescription base product, Caladryl enjoys a high frequency of pharmacy recommendation, says the company. Over 95 per cent of sales are through pharmacy outlets. The product will be promoted throughout 1985 with POS material similar to that used in 1984. *Warner-Lambert Health Care, Southampton Road, Eastleigh, Hants SO5 5RY.*

## Dual purpose

A dual-purpose sun tan product which can be used as an after-sun soother is Richard Gillis sun cream, which is produced and sold locally in Cornwall.

Formulated by a dermatologist and pharmacist at the end of World War II, the cream contains no oil and is available in 75g (£1.60) and 120g (£2.45) tubes and in a 95g jar (£2). *Richard Gillis, Unit 3D, Industrial Estate, St Columb, Cornwall.*

## Taylor-made

Taylor are offering retailers four free skin lotions (retailer value £15) with each pack of skin lotion, sun cream and ice cologne stick. *Taylor of London, The Dean, Alresford, Hants.*

## Stick with sun

Roger & Gallet's L'Homme water resistant protective sun stick and moisturising sun tan emulsion were launched at the end of the 1984 season.

The sun stick SPF 10 (£4.95), for sun sensitive areas of the face and body, is in a 25ml navy blue twist stick. The emulsion SPF 4 (£6.75) comes in a 75ml tube and is a lightly perfumed water resistant cream. *Bergal Ltd, PO Box 209, 3 Rhodes Way, Watford, Herts WD2 4QE.*

## Roc face up

Roc are adding two facial products to the suntan and after-sun ranges, to be supported by a Press advertising campaign.

The two products are revitalising anti-wrinkle sun cream SPF 6 (40ml) containing new system of two filters and after-sun repair cream (40ml) for facial use. An advertising campaign will appear in the women's Press in May and June.

Roc report that 1984 was very successful, with both suntan and sunblock ranges showing healthy growth, despite the lack of



Chesebrough-Pond's enter the market with a £2m campaign.



## No wrinkles on Bergasol

Building on the prevailing consumer interest in the skin care aspects of sun tanning, Bergasol are launching a sun block lipstick and anti-wrinkle after-sun cream. This follows last year's introduction of two facial sun products.

Bergastick (£1.50) is a lipstick for use on the ski slopes or on the beach. Anti-wrinkle after-sun cream with elastine (£3.95) is said to restore moisture to the skin.

Reflecting what Sally Ayling of Chefaro calls "the change in people's lifestyles", the water-resistant lines have been extended. The rapid tanning, high protection and ultra protection lotions are all now in water-resistant formulations. There will be a price

increase in 1985, says the company, to keep in line with inflation. This, however, does not worry Sally Ayling: "When we launched Bergasol ten years ago it was far more of a premium brand than now".

Support for Bergasol will be at a record level in 1985 with a spend of £600,000. This will centre on a full-colour women's Press campaign plus tactical use of radio.

Bergasol say they benefitted in 1984 not only from their own Press campaign but also from the national poster campaign for Heineken in August, which parodied the well-known "brown girl/white girl" theme.

The company says its sterling share of the market stands at 13 per cent making Bergasol "number two sterling brand behind Ambre Solaire".

Sales performances are dependent on the weather, but Bergasol's strength in the foreign holiday sector usually serves to cushion the brand against a poor Summer.

The window display kit introduced in 1984 will again be offered this year, and new POS material will be available. *Chefaro Proprietaries Ltd, Science Park, Milton Road, Cambridge.*

new lines. "Overall unit sales increased by around 80 per cent." 1984 was the first full year of trading for Roc total sunblock cream since the product was approved as a borderline substance and therefore available on the NHS.

As in 1984 a special counter merchandiser will be available to promote the total sunblock cream. *Roc Laboratories UK Ltd, Avis Way, Newhaven, Sussex.*

## Aronde extend

Following the launch last year of a range of Aronde sun preparations Columbia are introducing improvements.

The range includes three new products — sun creme SPF 8 (125g, £1.99); after-sun creme (125g, £1.99) and what Columbia claims is a "new concept in sun preparations" — a non-greasy sun mousse aerosol SPF 4 (£1.99). In addition, the oil, lotions and cremes all contain silicone.

All the products feature restyled packaging say, *Columbia Products Co Ltd, Sherbourne Road, Isle of Wight PO33 3PX.*

# Add Colour to your Profits this year with the Bronze Magic of **SUNSET** Self Tanning Cream



— fast emerging as one of the market's most successful selling products

- Non-greasy but moisturised, non-streaky and easy to apply —  
Sunset self-tanning cream is taking the self-tanning market by storm.
- Stock up with Sunset now — and so will you.
- INTENSIVE ADVERTISING SUPPORT — almost 10 million women will  
get the message this year in our biggest ever advertising  
campaign in the magazines featured below.





## Vivid sunset

Sunset cream, which claims to have gained over 11 per cent of the self-tanning market in 18 months, is to be promoted with a full-colour advertising campaign in the women's Press in March and continuing throughout the Summer.

New POS material will be available. *De Witt International Ltd, Seymour Road, London E10 7LX.*

## Lotion launch

Ronson are introducing three new products following the launch of golden tan lotion and after-sun skin care lotion last June.

Two factors of sun tan lotion — a high and a low and a sun tan oil will be added to the range. All come in 125ml bottles with an rsp of £0.99.

To go with the existing lines the products are packaged in brown plastic bottles with an orange cap. *Ronson Universal Ltd, Proprietaries Division, 28 Sovereign Street, Leeds LS1 4BJ.*

## Uvistat push

Increased advertising expenditure is what WB Pharmaceuticals are promising for the 1985 Uvistat range.

A record £180,000 will be spent on these products sold only through pharmacies. Full-colour, full-page advertisements, will be appearing in women's interest magazines, including *Good Housekeeping, Family Circle* and *Cosmopolitan* from this month onwards. Uvistat will be advertised in 1.6m copies of holiday guides published by tour operators, and they products are featured in the "Ask Your Pharmacist" counter poster campaign organised by the National Pharmaceutical Association.

The 1985 advertising campaign will



## Nivea splash out £0.5m

A total promotional spend of £0.5m is supporting the Nivea sun preparation's range for 1985 which sees the introduction of three new products.

In line with the market growth trend for higher protection and sun blocks, Nivea are introducing a high protection cream SPF 12 (50ml, £1.89). While a children's lotion SPF 8 (125ml, £3.59) is being added to the water resistants. "Water resistant products represent 10 per cent market worth and this figure is going as consumers become increasingly aware of the category and its benefits," says Anthony Bush, toiletries marketing manager of Smith & Nephew. The third introduction is after-sun shower gel (200ml, £1.99).

All Nivea suncare products of SPF 6 and above now include a UVA and UVB filter. An updated pack will be phased in during the 1985 season, utilising brighter, sunnier colours to give a "warmer appeal".

Advertising will centre on a women's Press campaign running from April to

August which will reflect the dual protection and tanning properties of Nivea. "We've looked at going on television but if you look at the brand shares of those products which have used this medium, with the exception of Ambre Solaire, it doesn't seem cost effective at present", says Anthony Bush.

Nivea will be running a consumer promotion with the prize of a weekend trip for two and a £1,000 clothes shopping spree in Harrods. It will be promoted via a postcard, attached to an information leaflet at POS. There is also a competition with similar prizes for counter assistants.

"It is very important for the chemist to stock a range of products" say Smith & Nephew and for that reason they are selling the chemist an 8½ dozen pre-pack of mixed products. POS material includes a new version of the two-tier display unit.

Smith & Nephew say that Nivea's brand performance is "the strongest and most consistent," saying that sterling growth in 1984 equalled 21 per cent and volume growth 15 per cent. In the aftersun segment Nivea claims 17 per cent volume share and 16 per cent value.

While admitting that Nivea has a long way to go before it catches up with brand leader Ambre Solaire, Anthony Bush believes that with continued innovations, commitment to display and good advertising campaigns, "Nivea will be able to edge its way to the top". *Smith & Nephew Consumer Products, PO Box 81, Hesse Road, Hull.*

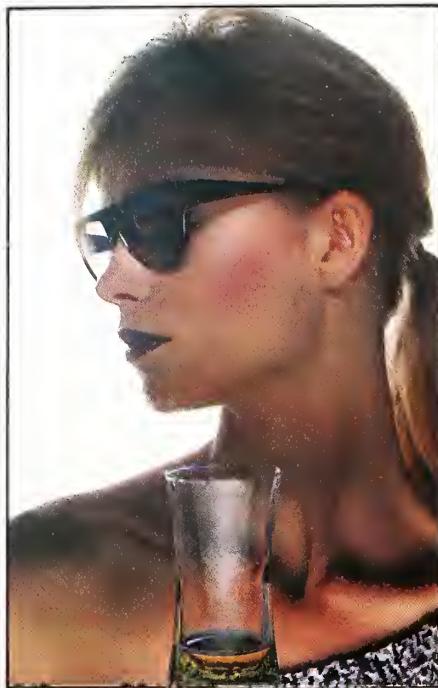
develop last year's theme depicting Uvistat's logo of an orange circle on a black background on products associated with the sun. "It will be strengthened by placing emphasis on the product's suitability for fair skin", says director John Woodford.

While there are no product introductions, Uvicool after-sun lotion (125g, £2.59) is re-packed and new display material is available. *WB Pharmaceuticals Ltd, PO Box 23, Bracknell, Berks.*

total sun block cream (40ml, £1.95).

The two products join sun and wind cream, now with a factor 7 sunscreen, and after-sun lotion, which were launched last Summer. "We are now able to offer mothers a choice of products for all situations, backed by the quality implication of the Maws name, and at very competitive prices," say Maws. They stress the products may be used for the rest of the family and particularly those with sensitive skins.

The range has been repackaged in bright, modern packs which incorporate an umbrella design and are colour coded for ease of selection. It will be supported by a campaign in the women's Press. *Ashley Laboratories Ltd, Ashtree Works, Kingston Road, Leatherhead, Surrey.*



Sunglasses supplied by Foster Grant and Corning.

Photograph by Chris Ryan

## Maws new baby

Baby care manufacturers Maws are hoping to increase their share of the sun care market in 1985 with the introduction of a water resistant lotion SPF 7 (120ml, £1.95) and a





"Have you heard  
we captured 6% of the  
suncare market  
in '84?\*"

"And we're  
launching 3 new  
products\*\* in '85."

"With a £½ million  
advertising campaign.  
We'll be on T.V. and  
in women's  
monthlies!"

MEET THE SUNSHIMMER GIRLS THIS SUMMER - COTY WILL

\*Source SDC (Units. 8 months to end August 84). \*\*Sunshimmer High Protective Tanning Cream Factor 10. Sunshimmer Water Resistant Tanning Lotion Factor 4. Sunshimmer Tan Fast Oil Factor 2.

## Unichem 10.5pc sales increase 'satisfactory' says Dodd

Unichem's sales in 1984 rose by £35m to reach £368m — an increase of 10.5 per cent.

These preliminary figures exclude Soler Touriste results.

"I believe the growth is satisfactory, bearing in mind the price freeze on pharmaceuticals and the continued activities of parallel importers," says managing director Peter Dodd.

"Indications are that 1985 will show further substantial advance in sales and

profits. The advent of Unibond has clearly made an impact, as pharmacists realise that it's all extra profit, and that every extra penny they spend with Unichem in 1985 increases their share of the £4m bonus."

Unichem's sales increased by 26 per cent in 1982, and by 17 per cent in 1983. Inflation is currently running at 4.9 per cent.

Vestrict's most recent set of results — for the year to June, 1984 — showed sales up 16 per cent at £325m.

## ...as 'extras' put into loan scheme

Unichem, working with NatWest, have added an extra package to their loan guarantee scheme.

Michael Edwards, manager of the Unichem loan guarantee department, said: "We believe the new arrangements are the cheapest available to the pharmacist — we are charging no fees on the loans." The interest rate of 2 per cent above the base rate frees applicants from having to make their own arrangements, said Mr Edwards. Another advantage, he added, is that pharmacists will be dealing with Unichem's own bankers which "should lead to greater confidence between applicants and bank managers."

Unichem say the loans are designed to finance pharmacy purchase, refits and

improvements and are open to new and existing members who place 70 per cent of their business with the company. As with the traditional scheme, loan packages will be tailored to individual needs but, in general, pharmacists will be expected to provide a capital contribution of about 20 per cent. Applicants, who need not be existing NatWest customers, should address initial inquiries to Unichem.

For those wanting to stay with their present bank, the existing loan arrangements will continue to apply. Mr Edwards estimated that about £15m has been lent since the original scheme got under way in 1981.

□ Unichem members will get a 5 per cent discount if they stay at a Soler Touriste apartment or villa. The holidays, in Barbados, Cyprus, Lanzerotte, Majorca and Portugal, are available from the middle of this month. All money spent will go towards a member's Unibond target.

## S&N move into US generics market

Smith & Nephew have bought Affiliated Hospital Products — a US manufacturer of generic drugs and hospital equipment — for £51.7m.

AHP have a substantial share of the American market for goods such as surgical gloves (where they sell 55 per cent of total), medical needles and operating tables. Their marketing network will give S&N a direct route to the US for their own hospital products, such as Op-site wound dressing.

The product currently goes to the States through licensing agreements with native firms.

AHP's sales rose from \$47m to \$64m between 1979 and 1983, but profits are

currently static at around \$4.1m. This is attributed to loss of exports due to a strong dollar, and America's own clampdown on health costs.

But S&N predict improved profits for their new acquisition in 1985. The generics operation should prove valuable, as generic manufacturers in the US are now free to duplicate drugs generically when the original patent runs out. S&N are also particularly interested in AHP's work on drug delivery systems.

The deal, which should be finalised by February, will be settled in cash, although S&N have yet to decide how to raise the money. They have already received acceptances covering 72.7 per cent of AHP stock, and have made a cash offer to remaining shareholders. Existing management at AHP will be retained as the company is merged with S&N's existing North American operations.

## CBI unhappy on Insolvency Bill

Britain's employers are pressing for changes in the Government's Insolvency Bill which had its second reading in the House of Lords on Tuesday.

The CBI's company law panel is trying to recast the proposal for the automatic disqualification of directors involved in a compulsory wind-up. It argues this would penalise many honest individuals while directors who often commit far worse abuse in voluntary wind-ups are not covered.

The requirement that directors have to establish their innocence to avoid automatic disqualification is "contrary to the principles of British justice." But if the proposal stands, the CBI would like to see the establishment of speedy and inexpensive procedures to help directors defend themselves.

In general, the panel says it is "firmly behind the Government's aim to clamp down on rogue directors."

The Bill also met criticism in the Lords, during its second reading there last week. Alliance and Tory peers were worried the Bill would discourage experienced directors from putting other appointments at risk by aiding companies in difficulty.

However, former Master of the Rolls Lord Denning, said the Bill would be very important in updating the "archaic, antiquated and disuse law on bankruptcy". The Bill would have to be examined very carefully in committees.

## Trade chambers propose merger

The National Chamber of Trade and the Association of British Chamber of Commerce are considering a merger.

The NCT, which represents around 200,000 members in independent retail and the service industries, has already agreed in principle to the move. It would give administrative savings for both groups, and strengthen their lobbying power, it argues.

ABC have yet to give their approval, even in principle, but they have their annual general meeting scheduled for March, and may meet to discuss the matter before then.

Clinimed have changed their telephone number to High Wycombe (0494) 444027.

## Barclays to close Coventry depot

Barclays are closing down their Coventry depot on February 8. "It just wasn't making a return," says managing director Mike Hennessy.

Barclays at Coventry served some 370 accounts, in an area bounded by Harlow, Leicester, Birmingham and Redditch. It's hoped that forty-odd of the largest accounts — which contributed about a third of Coventry's turnover — will transfer to Stoke.

Discussions with customers are currently taking place. "We are sitting down with our Coventry customers and working out whether we can offer them an

alternative that meets their requirements."

Mr Hennessy was unable to say whether customers transferred to Stoke would enjoy the same frequency of service. "That's what we're discussing now," he said.

"Our decision was based on the economics of wholesaling and Coventry's particular profit record. And in wholesaling, you just don't get a second chance."

Staff at Coventry will be made redundant, although "we're obviously talking to some to see if they can be transferred". The premises have been placed with Barclays' property department for eventual disposal.

Barclays were the only wholesaler actually based in Coventry. Unichem, Vestric and Macarthys, as well as some independents, have a presence in the area.

## Guinness into health market

Arthur Guinness have bought Nature's Best Health Products, a company specialising in dietary supplements, as their latest move into the health and fitness field.

Guinness bought Champneys Health Farms for £3m last November, forming the Portman Health Group as a new division within the group. They will issue over a million ordinary shares — currently valued at around 233p — to pay for the deal.

Ernest Saunders, chief executive at Guinness, said: "It is our policy to grow in four areas: brewing, retailing, publishing and health. Nature's Best has, in a comparatively short time, demonstrated the growth potential we know exists in this area."

Arthur Guinness, through their subsidiary Guinness Retail Holdings, also own pharmacy chain R. Gordon Drummond.

## Joint venture to supply bulk herbs

The London Herb & Spice Co., a leading English supplier of herbal teas, and Albion Botanicals, international suppliers of rare herbs and their derivatives, have launched a joint venture — the Cambridge Herb Co.

The new company will be based at Dry Drayton, Cambs, and will offer a

comprehensive range of imported and home grown herbs, in quantities from a kilogram to a ton. In addition to 100 acres in which to grow herbs, the company will have a laboratory for exhaustive quality control procedures and product development.

Launching the new company, Dr Malcolm Stuart, a leading herbalist and managing director of Albion, said that the new company would deal in 900 items initially, but there were thousands of plants with potential in this country.

## Kodak Olympics

Kodak are hoping to become sponsors of photographic products at the 1988 Olympics in Seoul, Korea.

The company has signed a letter of intent at a meeting with the Olympics' organising committee. This gives them sponsorship of all photographic products except 35mm cameras, including not only film, paper and plates, but also other cameras and medical diagnostic equipment. The deal should be finalised early in 1985.

Terms of the agreement were not disclosed. Kodak also plan to sponsor next year's Asian Games in Seoul.

The Department of Trade & Industry's November retail sales index (1980 = 100) showed a year-on-year rise of 9 per cent to 147 for dispensing chemists (NHS receipts are excluded). The figure for all businesses rose 7 per cent to reach 150.

■ Kemistores (Wholesale) Ltd, who recently opened at Minerva Road, London NW10, were incorrectly referred to as Chemistores in C&D January 12.

## DoTI red tape report due soon

A Department of Trade & Industry committee studying ways of reducing the red tape faced by small businessmen should report to the Government by January 31.

The committee is made up of high-ranking civil servants from the seven Government departments regularly dealing with small business. The Home Office, Department of Trade, Inland Revenue, Department of the Environment, Customs & Excise, Department of Health and Social Security and Department of Employment are all represented.

Dealing with so many different departments could make it difficult to implement any proposals which eventually emerge.

The inquiry, which was set in motion about six months ago, contacted the various small business support groups for advice. The finished report will be studied by small firms minister David Trippier.

Stan Mendhan, of the Forum for Private Business, which submitted evidence to the inquiry, says his members had taken the opportunity to register a massive vote for radical change. The Forum's proposals could cut the small businessman's load of paperwork by 75 per cent, he said.

Mr Mendhan's evidence to the committee included the staggering statistic that, if all the official documents affecting small businesses were laid end to end, they would stretch 155.2 metres and adds that forms alone would measure 40 metres.

The position is further complicated by the recently created enterprise unit, headed by Lord Young.

The Adam Smith Institute also joined the debate on de-regulation last week. Their proposals, in a research booklet called "The Job Creation Machine", include exempting firms with less than 20 employees from legislation such as the Employment Protection Act and the Health and Safety at Work Act.

Tory MP Michael Gryll's Private Member's Bill, would require the departments involved in the DoTI inquiry to make annual reports to Parliament saying what they'd done to help small businesses over the past twelve months. As C&D went to Press, it was scheduled for a second read in the Commons on Friday, January 18. There was a danger of it being "talked out" by the preceding debate on glue-sniffing, however.

# COMING EVENTS

## Scots to confer

This year's conference of Scottish pharmacists is to be held at the Bellahouston Hotel, Glasgow, February 23-24.

The weekend begins with a dinner dance on Saturday evening, at 7.30pm.

On Sunday morning there is a session on "Opportunities for pharmacists in home care" with papers from Miss A.J.D. McLelland, a pharmacist from Glasgow Royal Infirmary; Mr A.J.P. Shearlaw, CAPO, Argyll & Clyde Health Board, and community pharmacist Mr L.B. Dunn.

In the afternoon Dr Richard Marks, FSA, Keeper of the Burrell Collection, will give the Macmorran lecture: "Sir William Burrell and the Burrell collection".

Full residential cost for the weekend is £43.50. Day tickets for Sunday at £15 each and dinner/dance tickets are available at £12 each. Application to Dr L.C. Howden, assistant secretary, Scottish department, Pharmaceutical Society, 36 York Place, Edinburgh.

Monday, January 21

Mid Glamorgan East Branch, Pharmaceutical Society. Globe Hotel, Pontypridd, at 8pm. Mr Eric Nash, consultant oral surgeon, Prince Charles Hospital, on "Facial rebuilding"

Tuesday, January 22

Fife Branch, Pharmaceutical Society. Anthony's Hotel, Kirkcaldy, at 7.45pm. Dr A. McCullum, consultant haematologist, Fife area lab, on "Some cases of special interest"

"OTC medicines and cosmetic healthcare products - the legal and commercial options for marketing". London Marriott Hotel, Grosvenor Square, London W1, 9am.

Commercial considerations in choosing how to develop and present products will be looked at as well as the legal framework and implications of presenting a product as an OTC medicine, toiletry or healthcare cosmetic. Information from Julio Wright, Legal Studies & Services Ltd, Both House, 56 Holborn Viaduct, London EC1A 2EX (tel 01-236 4080)

Wednesday, January 23

Slough Branch, Pharmaceutical Society. at 8pm, postgraduate medical centre, King Edward VII Hospital, Windsor, at 8pm. Dr S.P. Liyanage, on "Recent steps backward in rheumatology"

Thursday, January 24

Hull Pharmacists' Association. postgraduate centre, Hull Royal Infirmary, at 7.45pm. General meeting: Mr A. Palmer, local consultant, on "Family planning and infertility."

Birkenhead and Wirral Pharmacists' Association. Wirral postgraduate medical centre, at 8pm. "The national Trust."

South West Thames Regional Health Authority. postgraduate medical centre, Galsworthy Road, Kingston-upon-Thames, at 8pm. One of a series of postgraduate education lectures for community pharmacists on "Problems of the genito-urinary system and their treatment."

Advance information

**Special lecture in pharmacy.** School of Pharmacy, University of London, 29 Brunswick Square, London, January 30, at 5.30pm. Ralph F. Hirschmann, senior vice president for chemistry, Merck Sharp & Dohme Research Laboratories, New Jersey, USA, on "New directions and opportunities for research in the pharmaceutical industry." Dr F. Fish invites those attending to tea at 4.30pm.

**Hospital Pharmacy Workshops.** Edward Jenner Postgraduate Centre, Bristol Royal Infirmary, January 29, at 9am. Workshop A, part 1: "Aspects of therapeutics: absorption." £12. Application to Mr D.R. Forbes, DPhO, Bristol Royal Infirmary, Bristol BS2 8HW.

**Institute of Health Food Retailing.** 10 St James Square, London, February 5, at 10am. Symposium: "Health by choice." Includes: Mr John Patten, Under Secretary for Health on "Preventative health care"; "Your daily diet-nutrition in practice"; and "Everyday supplementation". £17.25 inc VAT for members and £23 for non-members. Applications to Secretary, Institute of Health Food Retailing, Byron House, College Street, Nottingham NG1 5AQ.

**Hospital Pharmacy Workshop.** Sheffield area, February 6-8, Workshop D: "Preparation and production of medicines and their quality control". £30. Application to Mr J.W. Barnett, Worcester & District HA, Worcester WR1 3NY.

**Hospital Pharmacy Workshop.** Addenbrooke's Hospital, Cambridge, March 13, at 9.30am. Workshop E: "Procurement, storage and distribution of medicines". £10. Application to Miss Mary Tompkins, pharmacy department, Colchester District Hospital, Turner Road, Colchester.

**British Homeopathic Association.** The Victory (Services) Association Ltd, 63 Seymour Street, London W2 2HF, March 16 and 17. Pharmacists study course in homeopathic pharmacy. £20 including morning coffee and lunch. For overnight accommodation contact Mr Wheeler, secretary to the Victory Services Club tel 01-723 4474. Applications to Mrs M.J. Munday, general secretary British Homeopathic Association, 27a Devonshire Street, London.

## CLASSIFIED

### Agents

## EARN LARGE COMMISSION

Agents wanted to sell fantastic new baby range to retail chemists and baby stores. Exclusive coverage required for vacancies in various areas within the UK.

**In house backup available, with:-  
Nationwide advertising starting March**

**1st**

**Marketing and promotional material  
24 hours a day telephone backup  
Existing accounts waiting to be serviced**

**INTERESTED?**

Contact Jackqui Bowering  
Chemisales Ltd,  
Walworth Industrial Estate, Andover, Hants.  
Telephone: (0264) 50733

## EXCLUSIVE AGENT REQUIRED IN SCOTLAND

We require an active agent to sell our COMFITT range of natureform sandals, direct to the chemist retailer.

Please reply in writing to:-

**Mr. W. Williams,**

Sales Director,

VINAFLEX LIMITED,

Wanlip Road, Syston, Leicester LE7 8PD.

## DISTRIBUTORS AND/OR AGENTS REQUIRED

We wish to establish full UK distribution of our range of quality toiletry products through proven distributors/agents. In the first instance please reply in writing to:

**The Managing Director  
Minuet Beauty Products, Boundary Road, Lytham, Lancashire FY8 5HU.**

# OTC Pharmaceuticals Sales

## A chance to really manage a territory

Menley and James Laboratories Limited have a vacancy for experienced sales people in Scotland and the North West; and the London area.

As the Consumer Products Division of Smith Kline and French we have enjoyed a significant growth in the sales of Contac 400 for a large number of years — and we now have plans to expand our business into other sections of OTC Medication.

We are a small but highly enthusiastic team that need supplementing with 2 Regional Account Managers to oversee the sales of our existing product range and pave the way for innovating product introductions during the second half of the 1980's.

The successful applicants can expect a high basic salary, company car and other fringe benefits as well as generous performance related incentive schemes.

After initial training, they can also expect total responsibility for their territories, including a chance to develop sales using their own expenditure budget and the chance to contribute to the success of a Company that is determined to become a major force in the Pharmaceutical Industry.

To apply send a CV to **Cecilia Jaques at: Menley & James Laboratories Limited., Mundells, Welwyn Garden City, Herts. AL7 1EY.**  
Telephone: (0703) 25111.



# BUYER

Savory and Moore are multiple retail chemists with 63 branches and a turnover in excess of £29 million.

Reorganisation of our Marketing Team provides an excellent opportunity for an enthusiastic BUYER to control areas of the central buying function within the fields of toiletries, OTC medicines, dietary, household and surgical products, baby products and photographic and electrical goods.

Previous buying experience in an FMCG environment is necessary, together with flair and an ability to work within a team with a minimum of supervision. You will report direct to the Marketing Director.

If you have the basic knowledge and skills of buying this could provide an exciting step forward in your career.

Salary is negotiable according to experience and the Company offers a profit sharing scheme, free medical insurance and assistance with relocation.

Please write giving full details of career to date, to:-

John Jenks, Marketing Director,  
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This is one picture Frank Bellis, MPS, of Rhodes (Chemist) in Uppermill, Oldham, won't want to be taken again. Christmas dinner was postponed when the police telephoned him with seasons greetings and the news that a motorist had rearranged his shop front. "The front of the car skidded into the large window, swerved, and the back went into the small one," said Mr Bellis. He said that replacing the windows cost £1,000 but that was the only damage, and the green cross survived without a scratch. Perhaps the motorist was late for an appointment with the optician's next door.

## DEATHS

**Flatley:** Brian Flatley, after a long illness, on January 3. Mr Flatley, of Dalraida Crescent, Cushendall, co Antrim, held prominent positions in pharmacy in Northern Ireland for many years. Billy Gorman, former secretary of the *Pharmaceutical Society of Northern Ireland*, writes: "Brian Flatley conducted a very successful pharmacy in Magherafelt, for many years. He was co-opted to the Council of the Northern Ireland Society in 1960 and served as president from 1967 to 1969, a position he held when the British Pharmaceutical Conference was last held in Belfast. During his term of office he made every effort to establish branches of the Society throughout the Province, two of which are still active. This involved him in many evening meetings and much travelling but his enthusiasm never waned.

"His ability was given recognition when he was appointed chairman of the Central Pharmaceutical Advisory Committee.

"Brian was also a very keen golfer and for some years played off scratch. He was a member of the Ulster Chemists Golfing Society and a past-captain of Killymoon Golf Club."

Mr Gorman also paid tribute to **Richard John Jeffers** of Sunningdale Park, Belfast, another prominent pharmacist from the Province, who died on December 9:

"Jack Jeffers served his apprenticeship with J.E. Connor, Newry, at a time when apprentices "lived-in" over the shop.

"After qualification he became the Northern Ireland representative of Allen and Hanburys, a position he held from

1931 until his retirement in 1969. No company has ever had a more faithful representative and no profession one who served it more diligently. He was one of the few of his time who was willing to talk to apprentices.

"Jack was a member of the Ulster Chemists' Golfing Society and a past-captain of Cliftonville Golf Club. His services to pharmacy were recognised by the Northern Ireland Society when he was elected one of its first Fellows in 1972.

"Jack and Brian were very good friends and had much in common. Both were kindly, thoughtful and generous salesmen and both possessed a keen sense of humour. In their work they greatly enhanced the standing of pharmacy in the eyes of the public. To the relatives of both we extend our sincere sympathy."

**Norsworthy:** John William Norsworthy, of Plymstock, Plymouth, unexpectedly, on January 12.

Mr Mervyn Madge, honorary secretary of the Plymouth & District Branch of the Society, writes: "The Plymouth Branch loses another "elder statesman" with the passing of Jack Norsworthy. After qualifying in 1929 from the old Plymouth school of pharmacy, Jack spent the whole of his pharmaceutical life in Plymouth. For several years he managed pharmacies and then opened his own business in Devonport, finally moving to the then growing area of Plymstock. He was an eminent respected pharmacist, forthright in his views and opinions which were always stated with a sense of purpose and understanding. All his life he believed in and practised the now resurrected art of counter prescribing. The Plymouth Branch mourns his passing.

## Mastermind

Ian MacKillop, a pharmacy technician in the Royal Army Medical Corps, stationed at the Medical Hospital, Aldershot, appeared on BBC's Mastermind last Sunday.

His specialist subject was the history of the Labour Party since 1945. He was tied for first place after round one, but finished second with 27 points. Winner, Sheila Altree, goes through to the semi-finals.

## APPOINTMENTS

### Queen's post

**Dr W. Franklin Smyth,** BSc, PhD, CChem, FRCS, a director of Norbrook Laboratories, Newry, Northern Ireland, has been appointed to a university visiting professorship in the department of pharmacy, The Queen's University of Belfast, for 1985.

He will also liaise with the University's department of chemistry.

Professor Smyth was formerly a lecturer in analytical chemistry at Chelsea College, University of London, and at University College, Cork. He is a former visiting professor at the State University of New York, Buffalo. He graduated from Queen's University with a first class honours BSc in chemistry in 1967.

**Smith Kline & French Research & Development Ltd:** Dr Peter Sammes has joined the company as vice-president, chemistry. He joins from Leeds University, where he is professor of organic chemistry. Dr Paul England, from Bristol University, and Dr Marian Roden have also joined the company, as senior research biologist and occupational health advisor respectively.

**Chemical Industries Association:** Mrs Margaret Stewart has been appointed parliamentary adviser. She has worked in journalism and public affairs for 17 years.

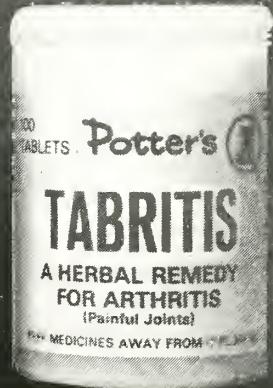
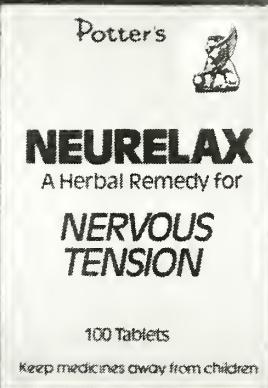
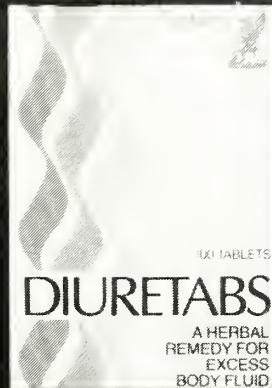
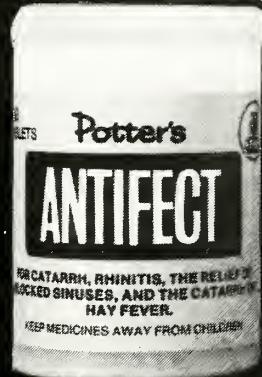
**Lewis Woolf Griptight Ltd:** Michael Jackson has been appointed UK sales manager. He has been with the company 16 years, and was most recently midlands area sales manager.

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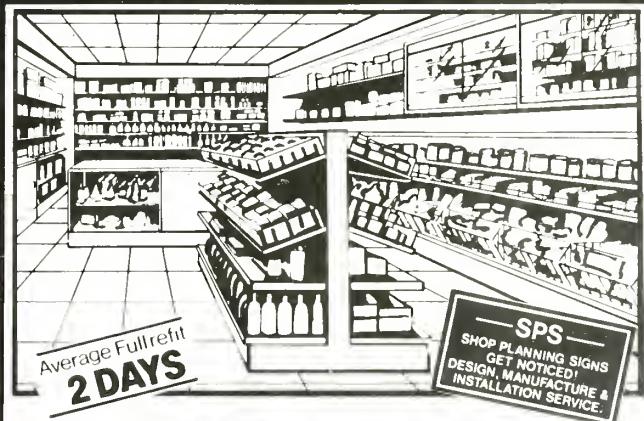
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Chemist & Druggist 19 January 1985

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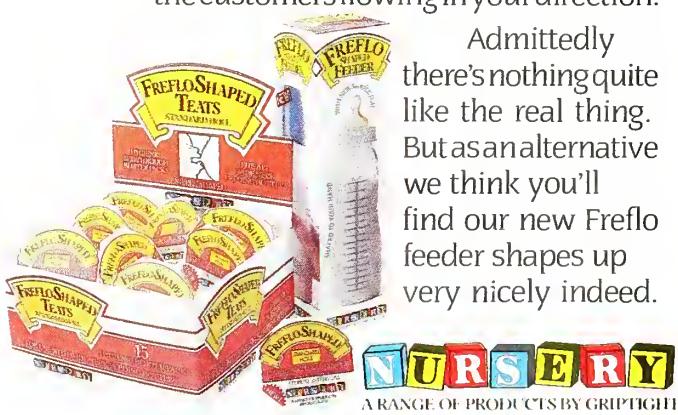
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